

Charmaine Kwok

Product designer specialising in B2B, working across end-to-end from discovery and strategy, through to design and delivery.

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Work Experience

Sapia.ai

May 2023 - Current

Product Designer

- Designed Talent Hub - a candidate management platform with result of **improving task completion efficiency by 66% over the previous platform**
- Designed the end-to-end interaction and visual design of Tia - A chat interface AI to surface top candidates for enterprise hiring.
- Worked with product lead to conduct early-stage user research (Customer interviews and competitor analysis), and workshop sessions to define core product features and success metrics for Live Interview - a chrome extension **boosting interview scheduling efficiency within recruitment teams by over 50%**
- Worked closely with the product and engineering teams to improve handover processes as the product suite evolves and expands.
- Iterated designs through customer feedback and qualitative data.
- Audited and improved platform components and interaction against WCAG AA guidelines.
- Created interactive prototypes with Cursor to test design concepts with leadership, PMs, and engineers to mitigate risk before development.
- Contributed to a library of design components to achieve consistency in designs.

Mark 43

April 2022 - August 2022

Product Design Intern

- Facilitated **workshops** and conducted interview with users to capture user needs, then gathered feedback through **testing** with users.
- Crafted design deliverables that fulfilled project scope, and accessibility guidelines, are technically feasible and are in line with other Mark43 products.
- Closely collaborated with key stakeholders (software engineers, product managers, UX designers, and customers) in the design process.

Edifyd

April 2021 - April 2023

UX Designer

- Designed course templates used across customers in the security and aged care industry.
- Collaborating closely with product designers and business analysts to uncover customers' needs and pain points through conducting **competitor analysis**. Then using the research to write up **product requirements** resulting in new features
- Designed design system, user experience and user interfaces of desktop software.
- Re-designed their **brand identity, logo, email templates, graphics and landing page**.

Lite Onboarding

October 2021 - November 2021

UX Design (Contract)

- Designed responsive landing pages driving **new client sign-ups across security, and aged care industries**.
- Worked in a multi-disciplinary team of business analysts, developers, and product managers to increase signup and onboarding.
- Designed and managed design components through Figma.
- Developed brand assets and designed UX of product.

Web designer (Freelance)

- Designed responsive web pages that adhere to SEO best practices and assembled pages using Wix, HTML and CSS, resulting in **21,000+ reaches in 3 months.**
- Collaborated with external stakeholders to identify business goals and design requirements.
- Provided client with multiple mock-up designs, and have used an iterative process to reach final design concept.
- Resolved any client issues promptly and conducting regular reviews to ensure smooth functionality.
- Set up Google business profile to reach wider audiences in search engines.
- Written guidelines for the client on how to maintain their site and create new pages after launch.

 Achievements

Won APAC regional champions in Bolt's World Largest Hackathon

Collaborated with 3 designers and a developer to build a game using Bolt AI. Led the brainstorming and design direction for the project.

 Skills**Product Design and Research**

- Competitor analysis
- User interviews
- User journey flows
- Workshop facilitation
- Requirements writing
- Interactive prototyping with Figma and AI tools

Tools: **Figma, Claude Code, Cursor, Atlassian suite, Miro, Bolt**

Web

Knowledge in HTML, CSS and Javascript.

Softwares: **Wix, Webflow and Wordpress Elementor.**

Graphic Design

- Branding
- Logo design
- Booklet design

Softwares: **Adobe Photoshop, Illustrator Indesign and Canva**

Language

Native pro-efficiency in English, Cantonese and Mandarin

 Education**UNSW Sydney**

2019 - 2022

Bachelor of Design - Honours
(Graphics and Spatial design)

Narrabundah College (Canberra)

2017 - 2018

Completed an International Baccalaureate program
and an ATAR degree.