

I am a product (UI/UX) designer in Hong Kong with 5+ years of experience. Coming from a diverse background in science, design, business and entrepreneurship, I embrace strategic and analytical thinking as the most essential component to UI/UX design. My specialty is to solve design and business problems with a data-driven approach.

For more information, please refer to my portfolio website at: <https://derekisop.com>

Experience

2019 – 2020

Cofounder and Product Designer, OneTap

- A cross platform productivity app (iOS and android) that allows users to keep track of their time and improve their lifestyles
- Conduct user interviews and usability tests regularly to improve existing product and evaluate potential new features for next iteration
- Build wireframes and high-fidelity prototypes, code and style ready-to-use React Native components for developers
- Create all assets for the app, including graphic illustrations, onboarding animations, and style guides

2016 – 2020

Founder and Web Designer, Cat Master Limited

- An ecommerce website that offers a variety of cat supplies and accessories to local customers in Hong Kong
- Design user interface and improve overall user experience of the ecommerce website, communicate with web developers to ensure consistency
- Review key performance indicators such as website traffic, conversion rate, average sales per order on a monthly basis and make adjustment to the web design accordingly
- Design banners and cover photos for sales and marketing campaigns, promote new arrival products, engage with audiences in social media

2015 – 2020

Sales Analyst, LainFung International (H.K.) Limited

- Track and analyze sales performance metrics to identify potential new markets and new business opportunities
- Produce monthly sales forecasts and reports to help provide insights and advice on how to increase sales and profit margin

Education

Feb – Jun 2021

Full-time (16-weeks) Full-Stack UX Design Immersive, Xccelerate

- Empathize with users and understand their needs by creating empathy maps, personas, user stories, and user journey maps
- Create information architecture and user flow
- Build wireframes and high-fidelity prototypes for both web and mobile using modern prototyping tools, such as Figma

2012 - 2015

BSc Major in Statistics, The University of Hong Kong

- Prediction or classification with supervised machine learning models such as multiple regression, logistic regression, and neural network
- Identify patterns and trends in datasets with unsupervised machine learning methods such as K-means clustering, factor analysis, and PCA

2014 (Summer)

Exchange Program in Mathematics, UC Berkeley (California)

Publication

2013 (Spring)

Editor, Mathematics Journal 2013 Spring HKU

- Managed all graphic designs, layouts, editing, publication and distribution of the journal
- Conducted a face-to-face interview with Jasper Tsang (曾鈺成), the former President of the Legislative Council of Hong Kong

Skills

Design Softwares

Experienced:

Figma
Adobe XD
Adobe Photoshop
Sketch
Flinto

Advanced:

Adobe Illustrator

Computer Languages

Experienced:

SAS
Python
HTML & CSS
React & React Native

Advanced:

Excel VBA
C++

Spoken Languages

Native Speaker:

Cantonese

Fluent:

English (IELTS 7.5)
Japanese (*JLPT N1)
Mandarin