



# Tracy Ting

## UX Designer

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A Self-starting UX/UI designer, Tracy creates designs that focus on user experiences and strive to merge the knowledge gained from events into creating experiences for users online. Aspire to all opportunities where she could grow as a creative, learn from others and do what she loves.

## Education

### UX Certificate

Google UX Course 2021  
Remote

### BA(Hons) Performance Design & Practice

Central Saint Martins 2011 - 2014  
London, United Kingdom

### Diploma in Event Management

Terbell Event Management 2013  
London, United Kingdom

### Roedean School

2005 - 2010  
Brighton, United Kingdom

## Skills



Creative Thinking



Effective Collaboration



Project Leadership



Visual Communication

### Technical Skills

- Conducting Primary User Research
- Secondary Research & Competitive Analysis
- Creating User Journey Mapping & Flow
- Developing User Personas & Empathy Maps
- Storyboarding
- Wireframing & Prototyping
- UI mock-ups

### Language - Native proficiency

English • Cantonese • Mandarin

## Interests



Coffee



Paint



Craft



Teach



Ski

## Work Experience

📄 <https://tracyting-portfolio.webflow.io/>

### UX Designer

May 2021 - current

#### Freelancer | Remote

- Propose appropriate design process suggestion after learning about client's objectives to achieve a design solution that drives their business goal.
- Developed user personas by conducting primary user research, interviews, empathy map
- Created and presented user-centric design decisions with user journey mapping, user flows, storyboards, wireframes and prototypes based on qualitative data consolidated from primary user research & competitor analysis

### Corporate Communication Manager

Feb 2020 - May 2021

#### Yoma Group | Yangon, Myanmar

- Led internal campaigns on online channels during Covid-19 and ensured over 6,000 employees group-wide stayed informed and motivated.
- Achieved a record number of online engagement on campaign - "Yoma Challenge."
- Drove initiative "The better communication" by Identifying, researching and connecting employees across 14 entities.
- Organized and scripted regular online "town halls with the CEO" and various internal streaming events.
- Wrote and curated contents for Group bi-weekly internal Newsletter "Yoma Bulletin" & "People2020 campaign"

### Event & Creative Lead

Jun 2019 - Feb 2020

#### Yoma Group | Yangon, Myanmar

- Led Creative Direction, User journey, Content Creation & Event Management for Myanmar's largest sports event for over 20,000 participants across 50 nationalities.
- Delivered new participant experience for multiple stakeholders including Runners, Sponsors, Volunteers and Supporters.
- Acquired 28 corporate sponsorships, achieving 60% annual increase on fund raised.
- Managed team of 30 volunteering leaders & over 500 volunteers.
- Created 500+ designs within 3 months with a team of 2 in-house graphic designers.
- Broke registration record achieving 25% annual increase with a newly designed website.

### Branding & Communication Associate

Dec 2017 - Jun 2019

#### Yoma Group | Yangon, Myanmar

- Supported corporate restructuring plan and implemented communication strategy
- Coordinated corporate graphic communications & customized infographics to clearly present key annual data points
- Lead rebranding for a YGX listed company - logo, brand guidelines, website, AGM presentations etc.
- Developed theme, implemented design layout and curated content for company's annual report.

### Creative Strategist

Jan 2016 - Mar 2017

#### Auditoare | Shanghai, China

- Conceptualized and delivered more than 20 pitches during employment for global clients such as: Adidas, Hennessy, Piaget, Lincoln, Cartier, L'Oreal etc.
- Analyzed brand experience opportunities, insights, and challenges
- Developed guest's experiential journey

### Creative Intern

Sep 2014 - Jun 2015

#### Jack Morton Worldwide | London, UK

- Shadowed creative directors to execute concepts & client pitches.
- Conduct market research for brands such as Wella, Cathay Pacific & Honda