Wu Kwok Wai Eric

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Portfolio ericwu-design.com
Linkedin linkedin.com/in/ericwkw

UX/UI designer with 13 years of experience crafting end-to-end design solutions for financial, corporate, and technology clients. Skilled in bridging design and development to create clear, user-centered experiences.

WORK EXPERIENCE

Design Director / Senior UX Designer

Mosaic Digital Group | Apr 2021 – Sep 2024

Led UX and design strategy across corporate, ecommerce, and interactive platforms, improving usability, accessibility, and operational efficiency for web and mobile products.

- **End-to-End UX & Product Design** – Designed corporate websites, ecommerce storefronts, mobile applications, and POS systems, improving navigation and transaction flows.
- **Transactional & Payment UX** – Streamlined online gym booking systems and POS interfaces, reducing checkout friction and optimizing operational workflows.
- **Event-Driven NFT Minting** – Designed the website and user flow for NFT minting events. Supported social engagement and user queries.
- **Scalable Design Systems** – Built component-based design systems, reducing development time by 30% per project and supporting 10+ website launches annually.
- **Bridging Design & Development** – Coded examples of responsive typography and design tokens, creating interactive prototypes and front-end guidelines that cut project launch timelines by six weeks.
- **Emerging Tech & Strategy** – Collaborated on an AI-driven educational game where students follow on-screen movements. Worked with engineers to train AI to identify skeletal movements and define scoring criteria, enabling accurate performance evaluation.
- **Process Optimization** – Developed a set of prompts to improve project discovery, documentation, and planning efficiency, enabling project managers to better adopt UX methodologies in their work.

Digital Design Director

Sedgwick Richardson | Dec 2018 – Apr 2021

Led web design strategy and team collaboration for corporate, financial, and real estate websites, ensuring clear communication and accessibility for users.

- **Corporate & Finance UX** – Led design for corporate, investor relations, and marketing websites, improving data clarity and ease of access.
- **Team Leadership & Growth** – Managed 8+ designers across Hong Kong and Singapore, delivering websites for finance, real estate, and conglomerates.
- **Scalability & Efficiency** – Implemented component-based design systems, reducing design and development inefficiencies by 30%.
- **Design Process Optimization** – Migrated teams from Sketch to Figma, cutting collaboration overhead by 10+ hours monthly.
- **University Website Redesign** – Led the City University of Hong Kong web revamp, improving navigation and engagement metrics.

Senior Designer

Sedgwick Richardson | Mar 2011 – Dec 2018

Led the company's transition from print to digital design, specializing in financial reporting and corporate websites for high-profile clients.

- **Financial Reporting Websites** – Designed annual reports, ESG reports, and investor websites for finance and corporate clients, ensuring compliance, clarity, and usability.
- **Information Architecture & Navigation** – Structured complex financial data into user-friendly digital experiences, improving readability and comprehension.
- **Corporate & Investor UX** – Delivered corporate and investor websites (Cathay Pacific, CLSA, Dairy Farm) that enhanced brand storytelling and financial transparency.
- **Process & Tools Innovation** – Introduced Atomic Design Principles, improving design consistency and reducing hand-off errors.

EDUCATION

Bachelor's Degree in Economics and Finance
University of Hong Kong | 2001 – 2004

COURSES & CERTIFICATIONS

Creative Thinking: Techniques and Tools for Success
Imperial College London | Nov 2024

Agile Project Management
Google | Jul 2024

Elements of AI: Introduction to AI
University of Helsinki | Jun 2023

Art Direction & Design Leadership
awwwards. | 2022

COMMUNITY SERVICE

Outreach Support Volunteer for the Homeless
Christian Concern for the Homeless Association | Aug 2023 – Present

SKILLS

Design & Strategy
UX/UI Design, User Research, Information Architecture, Wireframing, Prototyping, Design Systems

Leadership
Cross-Functional Collaboration, Agile Methodologies, Team Mentorship

TOOLS

Figma, Framer, Sketch, Adobe XD, Miro, Adobe Creative Suite, Spline, Notion, Wix Studio, HTML/CSS