

Keming Kuang

Product Designer

Kemingkm@gmail.com

+44 7410206117

<https://www.keming.design/>

I am an analytical and passionate Designer. I believe in the impact of data and the power of communication. As someone who transfer experiences within various industries, quick learning and being creative are my superpowers. Currently designing and launching some product ideas, trying to tell the world some impactful stories.

Experience

Creative Navy / UX Design Lead

SEP 2023 – JAN 2024

- Led UX design for a healthcare digitalization project, delivering an Android MVP for a doctor appointment booking system.
- Collaborated with 2 PMs to prioritize implementing seamless one-tap booking, rebooking, and favourite experience.
- Led client meetings, conducted 2 stakeholder interviews, and facilitated 2 workshops to align business goals and expected measurable metrics to drive project success.
- Developed personas and journey maps for both novice and existing users, enhancing stakeholder alignment and providing a robust framework for design decisions.

Lumos / Website Designer, Marketing

Aug 2023 – SEP 2023

- Led the successful launch of a Web3 website within a start-up agile environment, enabling a competitive advantage in accelerating time-to-market by 20% compared to initial projections.
- Collaborated closely with the marketing manager to design and optimize the landing page and trade page, ensuring alignment with business objectives and user needs.
- Conducted in-depth SWOT and competitive analyses, shaping a compelling value proposition that enhanced user engagement and retention.
- Marketing at X, Telegram and discord.

Free lance Journalist and Producer

2017-2020

- Writing as a reporter at Voice of London
- Designed and Produced a Magazine call <Five Senses>
- Assist commercial companies produce international brand commercials
- Established a fluent style of writing and storytelling

Education

King's College London

2023-2024

UX designer Career Accelerator/
Distinction

Goldsmiths University / MA

2021-2022

Master of Arts in Anthropology and
Museum Practice/
68% GPA

University of Westminster / BA

2017-2020

Bachelor of Arts in Journalism/
Distinction

Skills

Design Skills:

User flows · Wireframes · Mock ups · User testing · Data analysis · A/B Testing · Communicative · Detail oriented · Figma · Adobe Illustrator · Adobe Photoshop · Strategic thinking · Design Systems · Style Guides · Interactive Design

Research Skills:

User interviews · Usability testing · Persona hypothesis

Soft Skills:

Collaboration · Project Management · Communication · Presentation · Storytelling