

Ka Yu Lau

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SUMMARY

Designer with a Master's from MSU, specializing in UI/UX and product design within cutting-edge technology domains. My HR background in global companies amplifies my understanding of user needs, ensuring I craft user-centric, and highly functional products, leading to significant improvements in user retention and product adoption.

SKILLS

- **Design:** UX design, UI design, Wireframing, Prototyping, User Interviews, Competitive Analysis, Personas, Usability Testing, Participatory design, Heuristic evaluations
- **Software:** CSS, HTML, JavaScript, Figma, Adobe Illustrator, Adobe XD, Arduino, Balsamiq, Marvel, GitHub

MASTER'S PROJECT

AgHelp Sensor 🍌

Sep 2022 - May 2023

- Conducted interviews with farmers to empathize with their pain points and preferences in the ag-tech landscape.
- Designed a website wireframe and developed an interactive high-fidelity prototype based on the user's insight.
- Created a functional sensor prototype using Arduino and LoRaWAN technology to collect soil parameters, such as moisture and temperature.
- Partnered with a local farm for hands-on usability testing and design refinement based on practical feedback.

EXPERIENCE

Design Researcher - Rural Computing Lab

May 2022 - May 2023

Michigan State University, Department of Media and Information, East Lansing, Michigan, USA

- Conducted user research and business analysis on the data-sensing agricultural technology.
- Evaluated academic & professional literature on the intersection of UX and agricultural technology to inform design.
- Researched, developed, and tested low-cost agricultural solutions, using Arduino and LoRaWAN to prototype multiple sensor systems, improving farm data collection efficiency, and maximizing network capabilities and user adoption.

HR & Administrative Officer

May 2020 - Jun 2021

Cornerstone Robotics Limited, Hong Kong SAR

- Established HR policies and innovative employee benefit programs, boosting job satisfaction and retention rates.
- Rolled out an HR Information System emphasizing user-friendly workflows, resulting in a 70% increase in administrative efficiency and accuracy in payroll and benefits management.
- Administered 2 profitable fundraising programs, effectively handling documentation and coordinating teams to achieve significant financial gains of approximately USD 120,000.

Associate, Rewards and People Operations

Mar 2018 - Sep 2019

Klook Travel Technology Limited, Hong Kong SAR

- Contributed to the design and enhancement of an intranet website and updated features and functionality based on user's needs and feedback, greatly improving the digital employee experience.
- Supported the HR System(Workday) implementation and audited 500+ employees' information to ensure data quality and build user trust in the new platform.

EDUCATION

Michigan State University, East Lansing, Michigan, USA

May 2023

MA in Media and Information | Study track: UX | GPA: 4.0

National Taiwan University, Taipei, Taiwan

Jun 2016

Bachelor of Science in Agriculture Economics | 2015 Altruistic Award Recipient