

Portfolio

UI & UX DESIGNER
/ DEVELOPER

TONG HIU KEI

2020


folio.


Profile


INFORMATION


Name Tong Hiu Kei, Sandra
Email tonghiukei@gmail.com


SKILLS


Photoshop 


Illustrator 


Adobe XD 


Figma 


Sketch 

HTML, Sass / CSS 

JS / JQuery 

VUE 

Arduino 

Processing 

AWARDS

Mutual Symphony

(Dimension Plus Creative Team)

Gold Award Design for Asia Award 2013
(Hong Kong)

Finalist Prize Asia Digital Awards 2012
(Fukuoka, Japan)

Park Live

(Dimension Plus Creative Team)

HK Best Award HKDA Global Design Awards 2013
(Hong Kong)

Bronze Award HKDA Global Design Awards 2013
(Hong Kong)

Life Timeline

EDUCATION

2008-10 **The Hong Kong Polytechnic University**
- Higher Diploma in Multimedia Design and Technology

WORK EXPERIENCE

2018.02 -
Now
Sekgamdong Ltd.
- Senior UX/UI Developer

UX / UI design for campaign events and websites
Programming for interactive booths and kiosks
Implement websites and eDMs

2016.09 -
2017.08
Ogilvy & Mather HK
- Digital Designer

UX / UI design for websites
Design creative content for social media
Implement websites and eDMs

2015.10 -
2016.09
Como, Guru Online (startup)
- UX/UI Designer

UX / UI design for a multi-platform travel agency
Create brand identity, logo, UI guidelines
Implement eDMs

2015.01 -
2015.09
Guru Online (agency)
- UX Designer

UX design for responsive websites and apps
Implement websites

2010.06 -
2014.07
Dimension Plus (HK)
- Interactive & creative media designer

Design and implement:
Interactive installations
New media artworks
Kinetic sculpture



Event

2011

Kitty Intelligence Beta

2018

The Tiffany Times

2019

#Clinique #FindMyID

Website

Mobile App

Artwork

Kitty Intelligence Beta

► VIDEO CLIP

Client: **Sanrio**

Agency: **Dimension Plus (HK)**

In 2011, Sanrio HK organised an exhibition reminiscent of an amusement park with the concept of a Robot Kitty factory.

Sanrio HK first approached our creative team and challenged us to create an experience where visitors would be encouraged to enter the exhibition more than once to generate more revenue.



Creative, UX Design, Interaction Design, Game Development, Physical Computing



Adobe Flash, Arduino, Processing



Hong Kong, Taipei, KaoHsiung, Shanghai, Chongqing, Singapore



@ Merto Oriental Plaza (Chongqing), 2016

Park Journey

Visitors could accumulate virtual currency and exp points when they play the games in each of the factory departments. The data is saved inside a RFID chip embedded in the figurine, the visitors could then redeem Robot Kitty parts with the virtual currency and can attach them to the figurine. Since certain parts are locked until the visitor reaches a certain level of EXP, visitors are tempted to enter the exhibition multiple times.

Result

When the exhibition first launched in Hong Kong, there was a huge boost in players with multiple visits. There were even visitors that entered the exhibition over 50 times.

Step

► 01

Purchases a Robot Kitty figurine with an emedded RFID Chip



Step

► 02

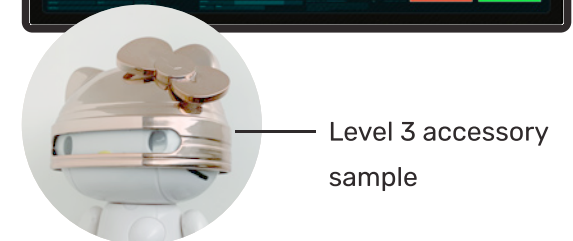
Play games to accumulate virtual currency and EXP points



Step

► 03

Exchange the figurine parts with virtual currency, and unlock new available parts with your EXP level



Research Dept.



Press and hold the correct button combination based on the elements needed for the item shown on the screen.

Design Dept.



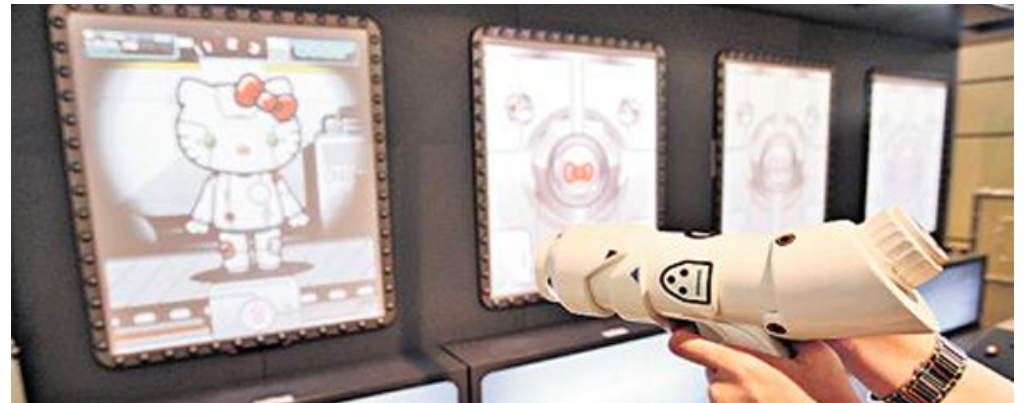
Steer the angle of the 2-axis controller to match the parts to the robot on the blueprint

Components Dept.



Steer the laser with the two joysticks and foot pedal to cut out the correct components.

Assembly Dept.



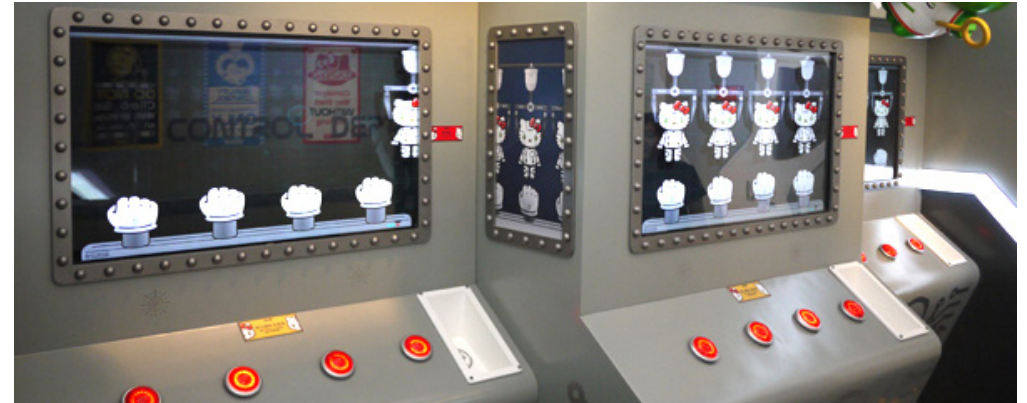
Install the screws onto the robot by aiming at the correct area and holding the trigger

Repair Dept.



Shake the handles to charge the machine, and repair the correct body parts by pressing the handle onto the area and holding the button.

Quality Control Dept.



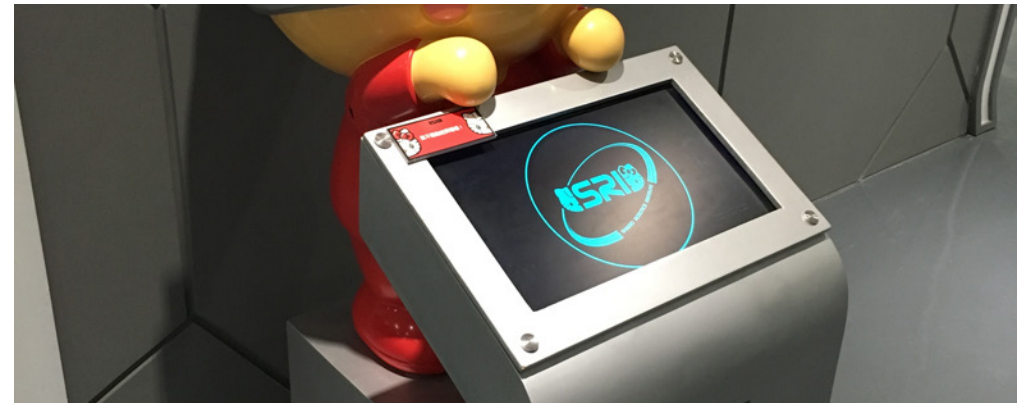
Tickle the robots to see which one is a disguised Sanrio character, and then press the corresponding button to punch the character out.

Energy Dept.



To power up Robot Kitty, spin the handle (HK version) / press the buttons alternately (overseas version) to charge within a limited time.

Check Data Station



Visitors could check their level, virtual currency, experience, game history and entry time at any of the Check Data Stations.



@ Times Square (Hong Kong), 2018


Client: **Tiffany & Co.**

Company: **Sekgamdong Ltd.**

The Tiffany Times

To celebrate Valentine's Day, Tiffany & Co. launched a limited time pop-up event. Our team created a unique and commemorative interactive photo booth experience for visitors. Each visitor could get a fully personalized newspaper with a gift wrapping tag based on their experience in the booth.

 UX Design, UI Design, Print Design, Frontend Development

 Adobe Photoshop, Illustrator, HTML, Sass, Javascript, PHP

 Hong Kong, Macau

User Journey



Get Start

Get into the photo booth and press start on the screen.



Step 01

Visitors could choose their preferred layout



Step 02

Visitors then could take a green screen photo shot



Step 03

The personalized newspaper can then be printed at the venue. A digital version can be shared onto the visitor's social media by scanning the QR code.



@ Harbour City (Hong Kong), 2019



2019

#Clinique #FindMyID


► VIDEO CLIP

Client: **Clinique**

Company: **Sekgamdong Ltd.**

Clinique ID™ is a new and innovative skincare product line with 15 different formulas. To engage with visitors, we created an interactive booth at the launch event that allowed visitors to customize their own skincare product sample through the digital experience.

 UX Design, UI Design, Frontend Development

 Photoshop, Illustrator, HTML, Sass, Javascript, PHP

 Hong Kong

Before event date

Clinique

#FindMyID
「肌」密專員招募活動

* 選擇日期

* 選擇時間

* 姓名

852▼9876 5432

* 電郵地址

☐ 本人已閱讀並接受條款及細則

☐ 本人同意所提供的資料可按照本人已閱讀、理解及同意的收集個人資料聲明而持有及使用

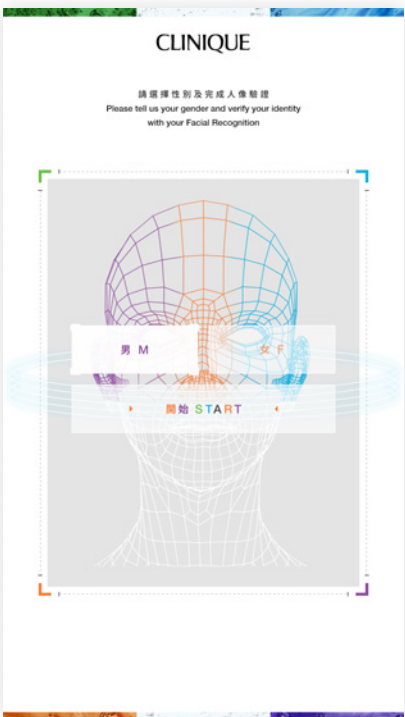
*所有欄目均必須填寫

確認登記

Pre-registration

Consumers could register the day before they attend the event at the website which includes the event guidelines and product introduction.

During the event



Self check in station

Consumer can use the QR code generated by the pre-registration site to activate the check in station. They will need to take a photo and answer a few questions to create their personal and Clinique ID.



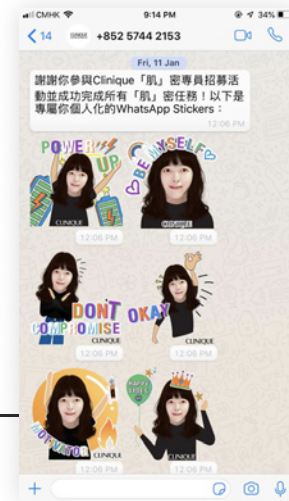
Clinique ID™ x 15 formula

Educate the visitor about the new Clinique ID™ with an interactive game. Consumers could get customized print-out stickers, whatsapp stickers and a trial sample after they finished the game.



- Print-out stickers

Whatsapp stickers





Website

2016

Take a Look

2016

Nike Jing Ying Basketball
Tournament (2016-17)

2019

Clé de Peau Beauté e-commerce

Take a Look

Startup Team: **Como Group Ltd.**

"Take a Look" is a start-up project for a travelling agency targetting millennials and single travellers, emphasizing on their main motivation of learning and experiencing different cultures. The scope includes a mobile app and a website for booking tours, tickets, transportation, etc.



Brand Identity, UX Design, UI Design, Logo Design, Interaction Design



Sketch, Illustrator, Photoshop



Logo Concept (Our travel spirit)

- 1 Lower the center of gravity of the font to present a more trust-worthy image



- 3 Take action

- 2 Energetic attitude

Categories



Sightseeing
& attractions



Arts
& Cultural



Outdoor
& Adventures



Food
& Drink



Transport

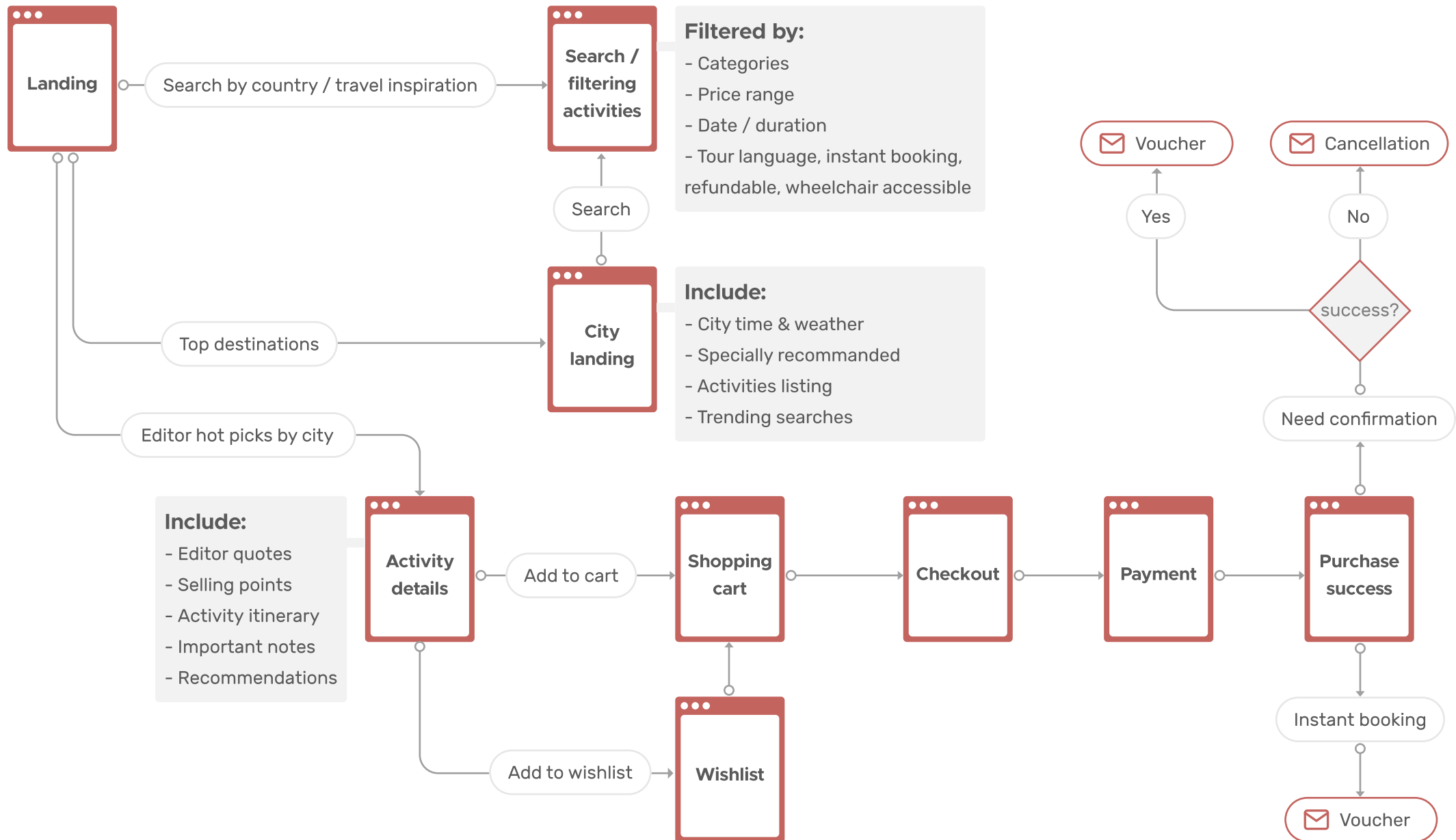


Show
& ticketing

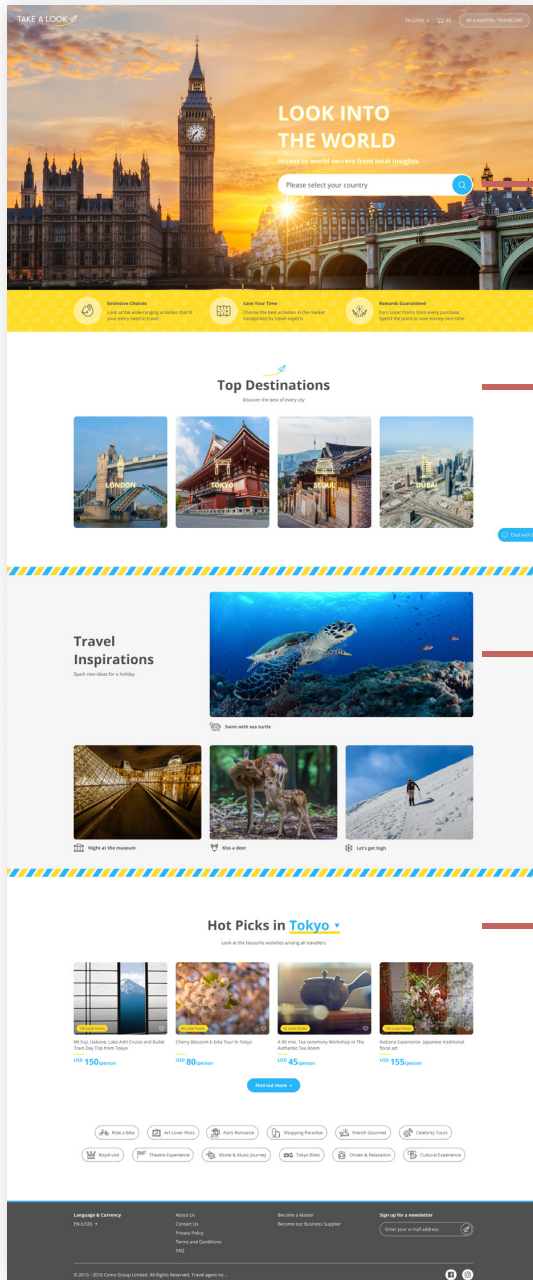


Spa
& Wellness

Booking Flow



Landing



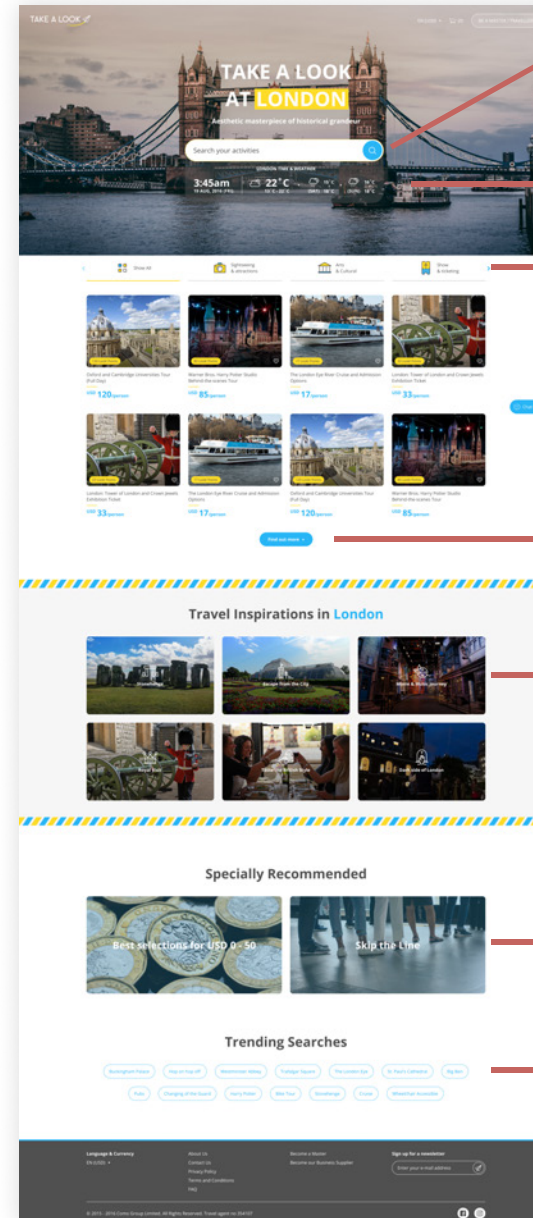
Select country / city
(as not many city for user
choose when launch)

Top selling destinations

Recommended tours

Editor's pick
(can select city)

City Landing



Search activities in London
(redirect to "search / filter page")

Current date, time, weather

Switch categories for quick preview

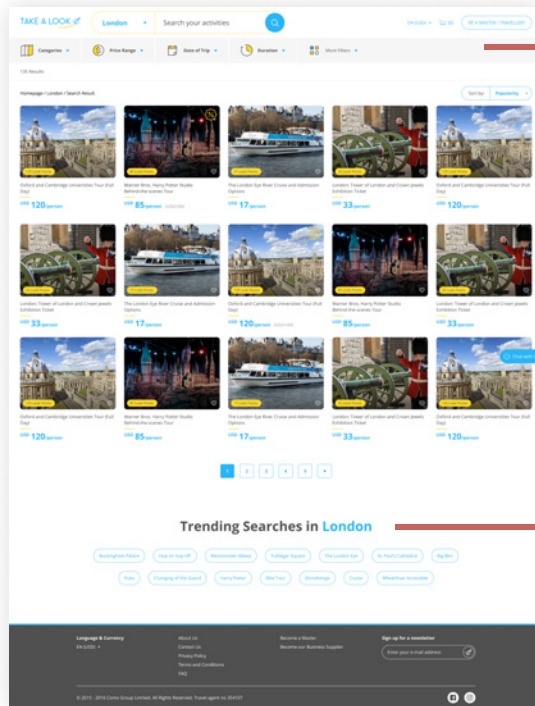
Find out more activities
(redirect to "search / filter page")

Editor's pick
(redirect to "search / filter page")

Low budget / skip the line tickets
(land to search / filter page)

Popular tags in that destination

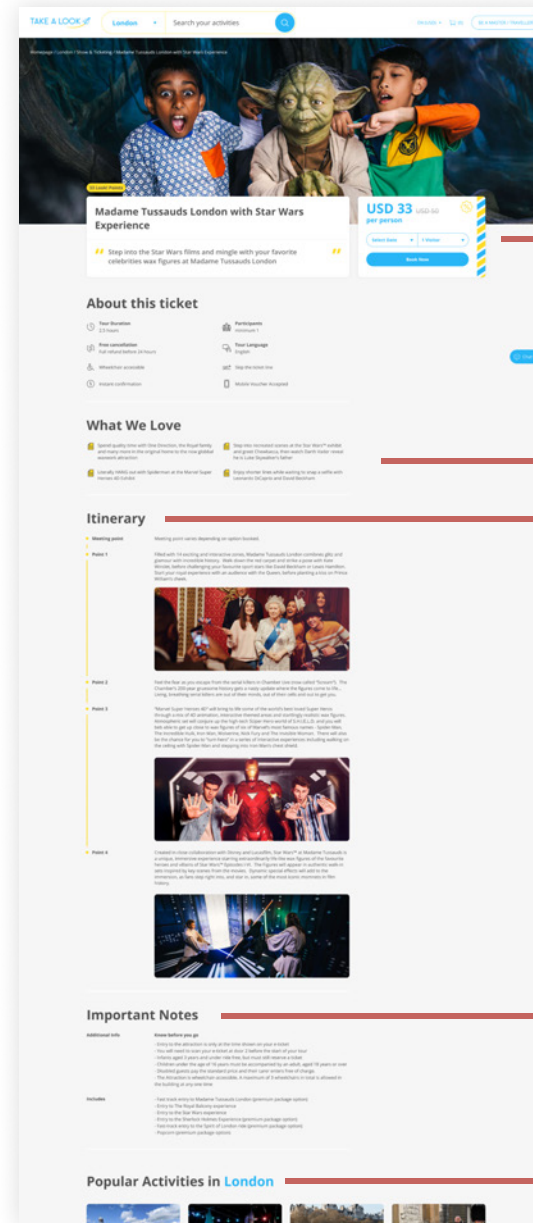
Search / Filter activities



Select categories, price range, date of trip, duration and other specific needs (i.e. wheelchair accessible)

Filter by trending searches in current city

Activity Details



Select date & time for booking
(will show popup if need to select other options, e.g. package, start time, etc)
Highlights of this activity

Activity itinerary in detail

Things need to know before going

Cross-selling activities



Client: Nike

Company: Ogilvy & Mather (HK)

Nike Jing Ying Basketball Tournament (2016-17)

“All Hong Kong Schools Jing Ying Basketball Tournament” is sponsored by Nike every year. We created a website that shows all the details and information of the tournaments. Users are also able to generate a customized avatar on the website to show support to their preferred team.

 UX Design, UI Design

 Photoshop

Landing



Live results updated in CMS

Different stages of the tournament, updated by date

List out all participating schools

Cross-selling products

Schedule



Filtering by school and date

Hover effect

Score breakdown of each quarter

Photo Filter (Select school > upload photo > edit position > generate)



Clé de Peau Beauté e-commerce

[LINK HERE](#)

Client: **Clé de Peau Beauté**

Company: **Sekgamdong Ltd.**

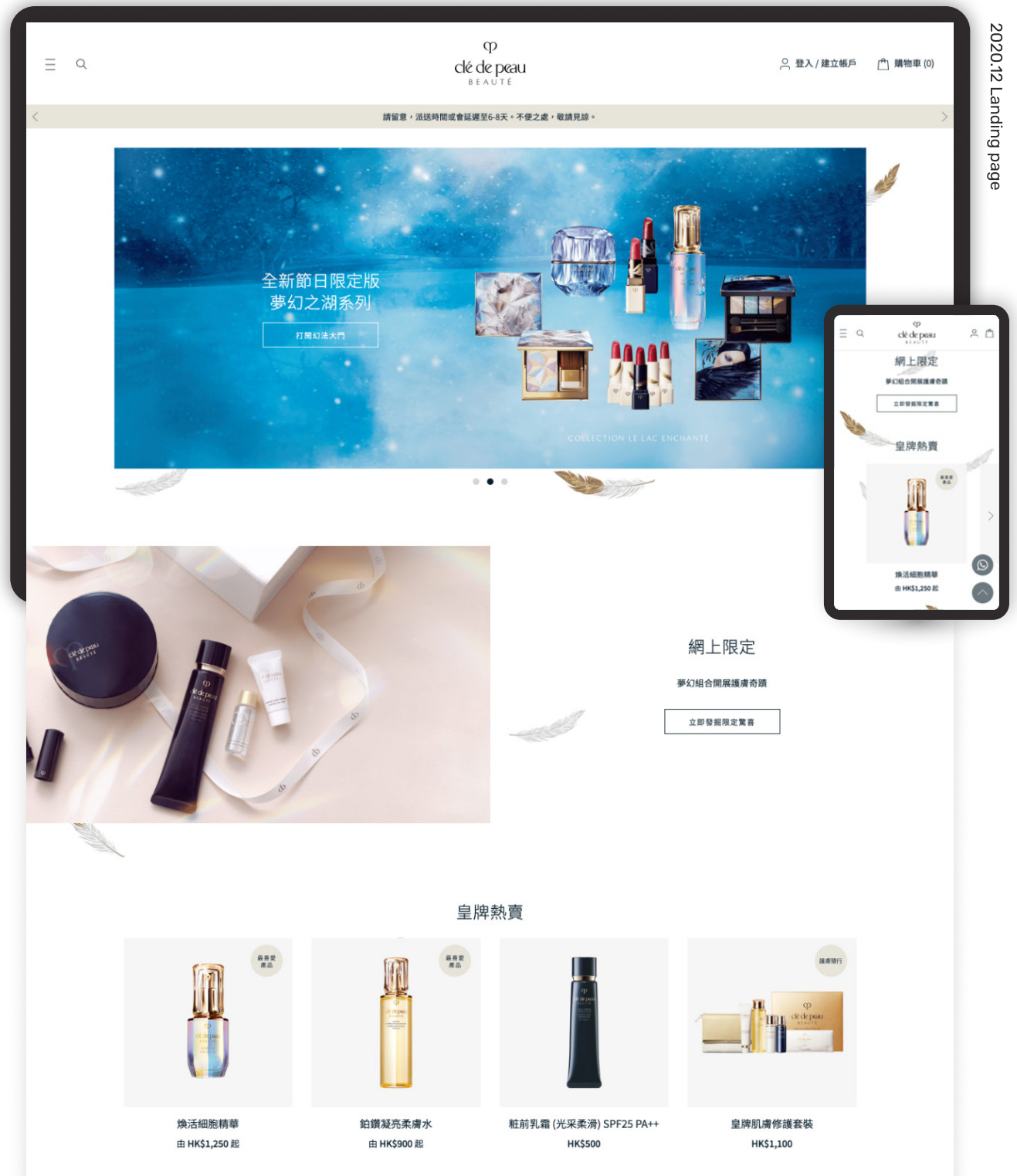
We helped Clé de Peau Beauté to launch a new e-shop for HK and Macau consumers. Their main requirement is that it integrates to their existing shop POS system and payment gateway. The project has been divided into 3 phases, and improves are made based on user experience and tag analysis.



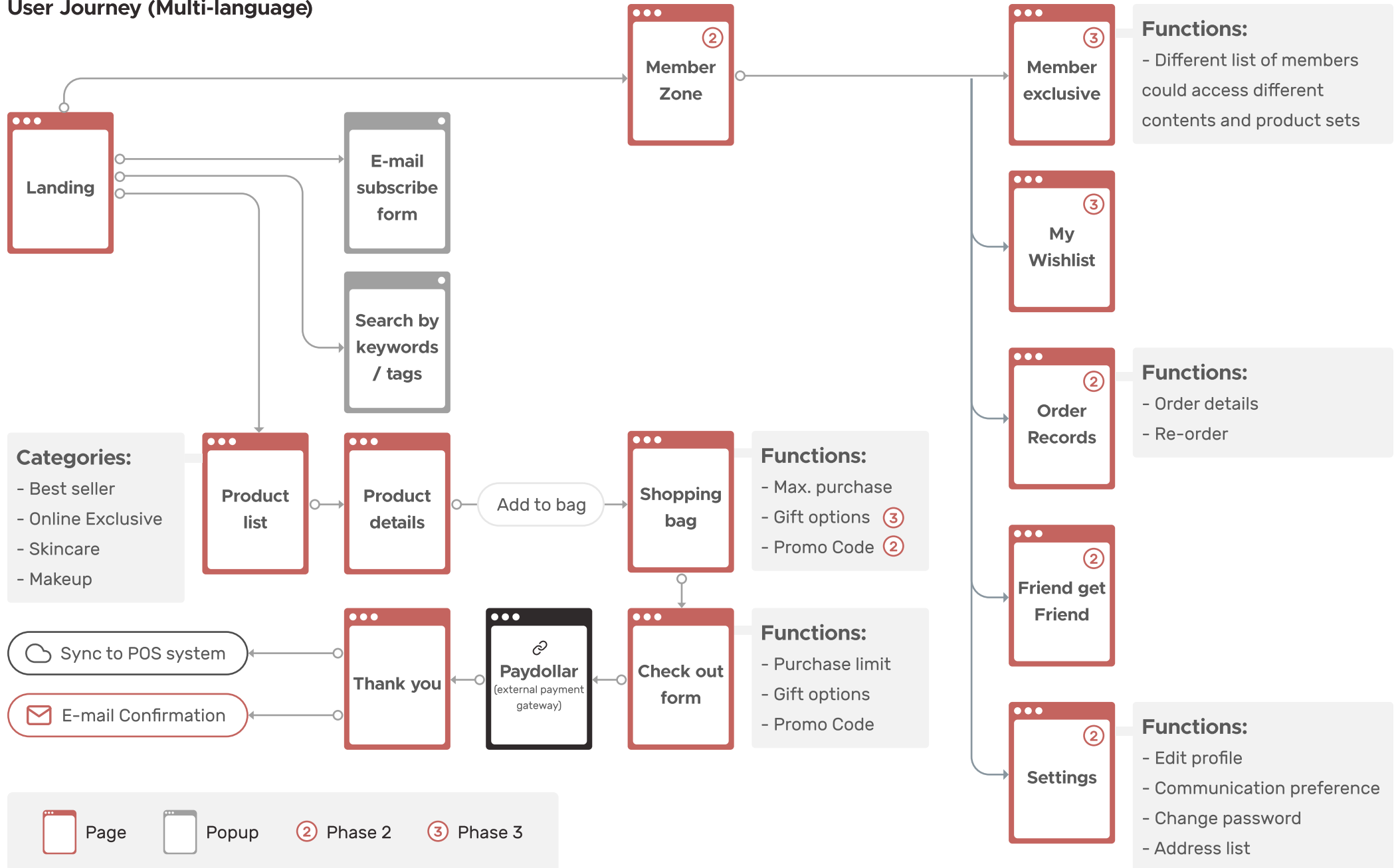
UX Design, UI Design, Frontend Development



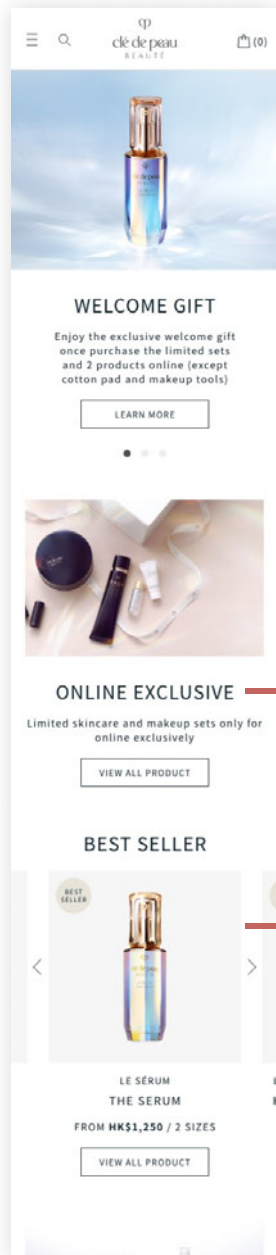
Figma, Adobe XD, Photoshop, CodeIgniter web framework



User Journey (Multi-language)



Landing (Phase 1)

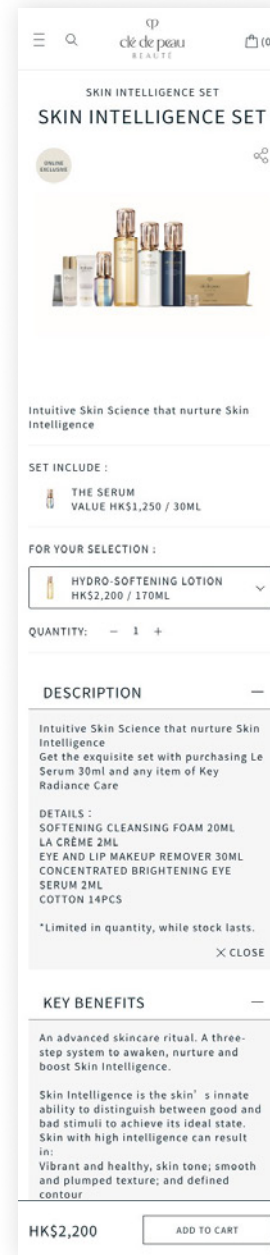


Online-only products

Best selling items

Floating button for e-mail subscription

Product details (Phase 1)



Share to social media

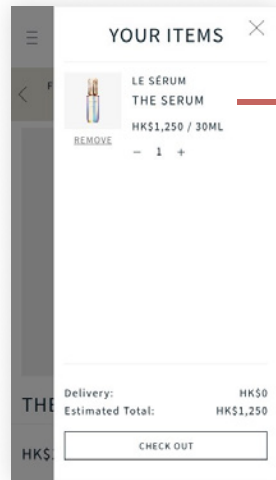
Custom dropdown menu

Click to collapse the product description

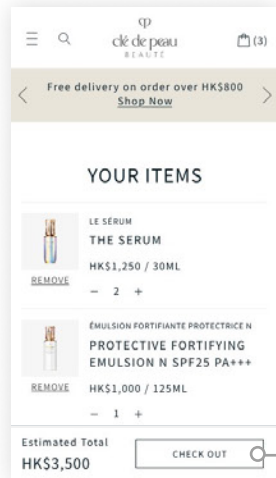
"Add to cart" fixed to bottom tab for easy access



Shopping bag (Phase 1)

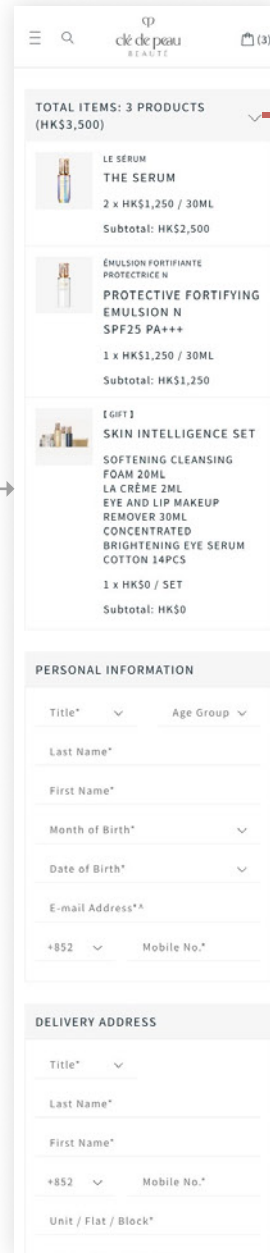


“Slide bag” feature for quick access



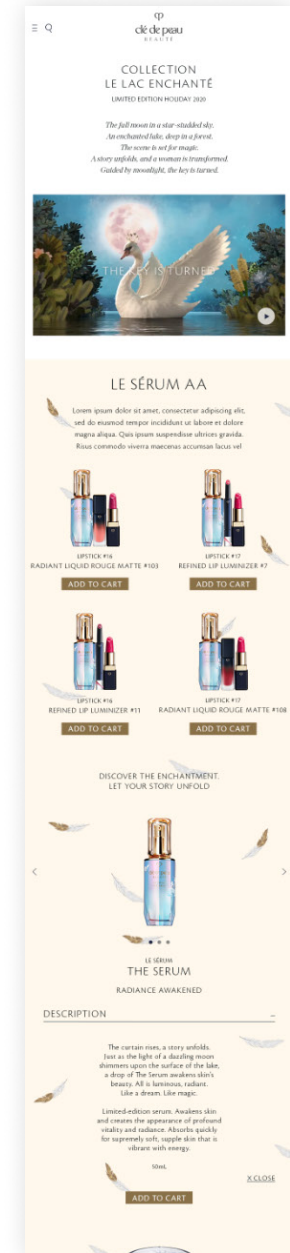
Proceed to delivery method, address, payment method

Check out (Phase 1)



Double check total items and calculate if this order could get extra gifts (e.g. first-time purchase gift)

Other time-limited promotional page





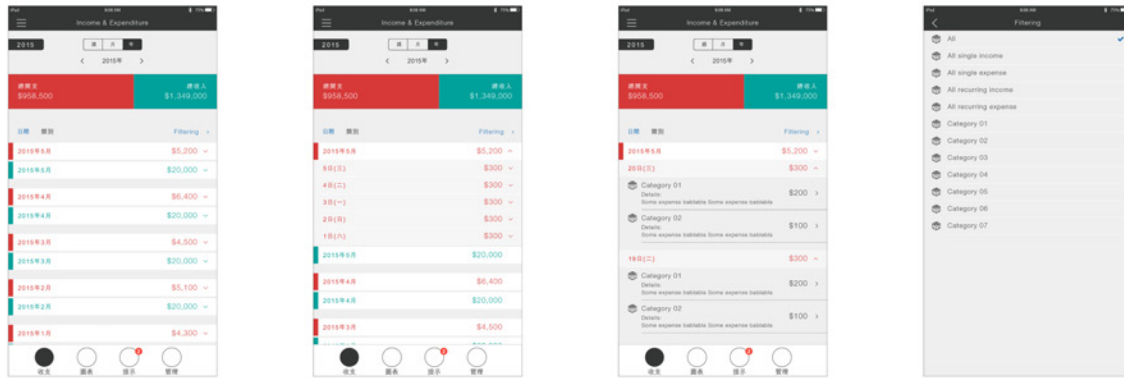
Mobile App

2015

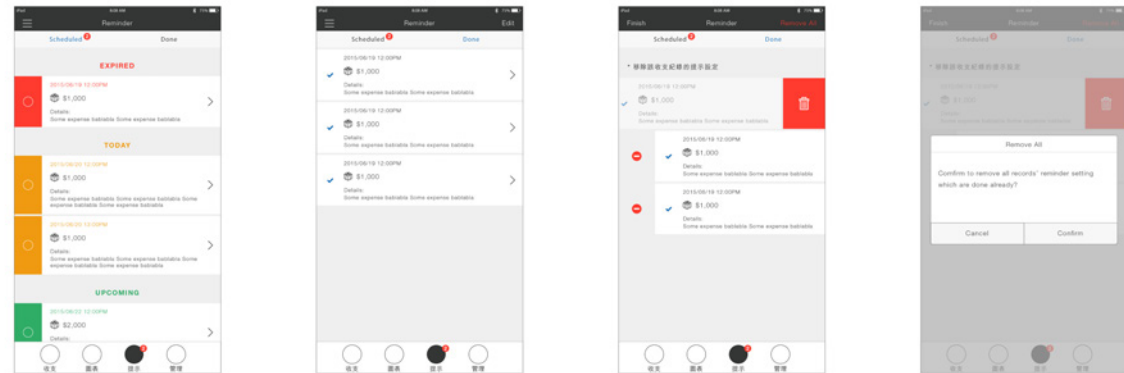
MPFA Retirement Planning

2018

The Rink Booking App



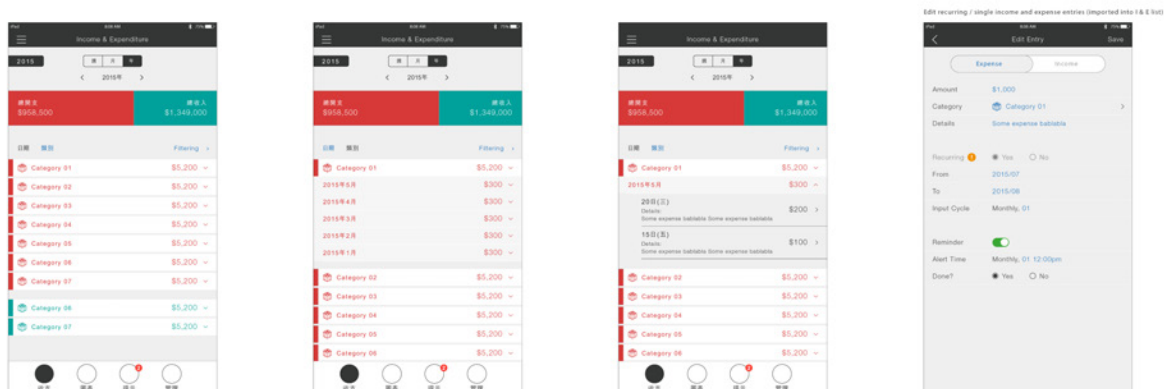
MPFA Retirement Planning



Client: **Mandatory Provident Fund Schemes Authority**

Company: **Guru Online**

MPFA is a compulsory saving scheme for the retirement of residents in Hong Kong. To help people reach their retirement savings goal step by step, they decided to develop a mobile app. It could manage the user's daily expenses and devise a retirement saving plan.



UX Design

Illustrator

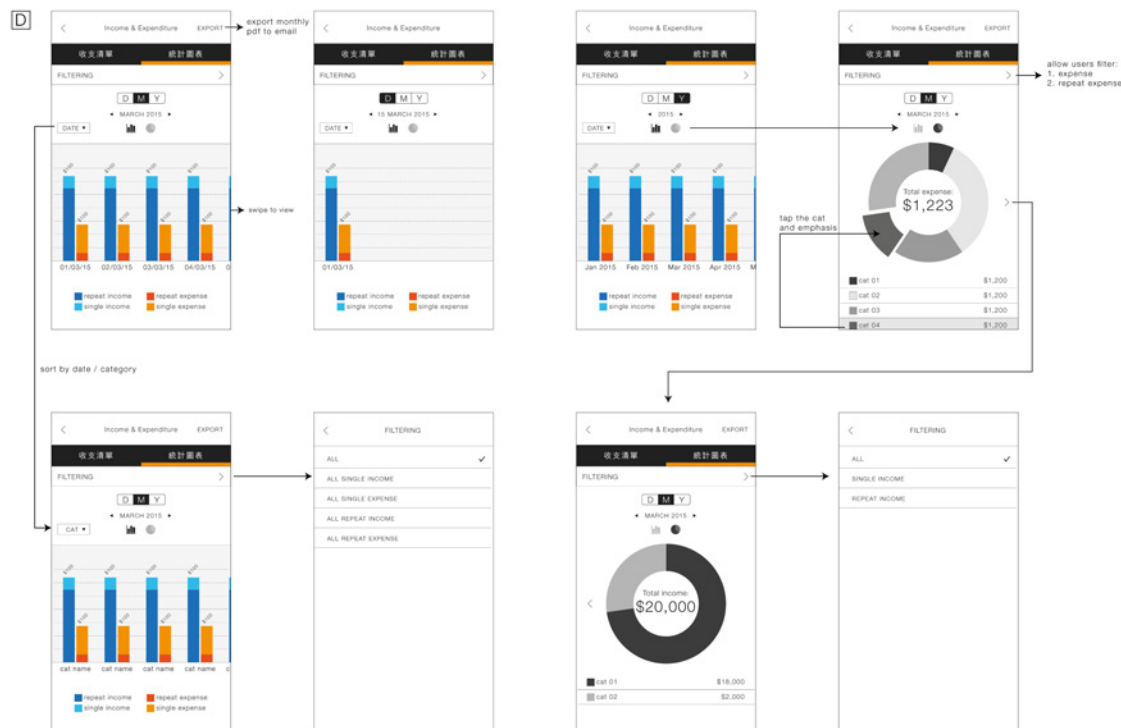
Retirement planning calculator

The calculator will project the amount of savings that you will accumulate by the age of 65, you can then set a saving goal.



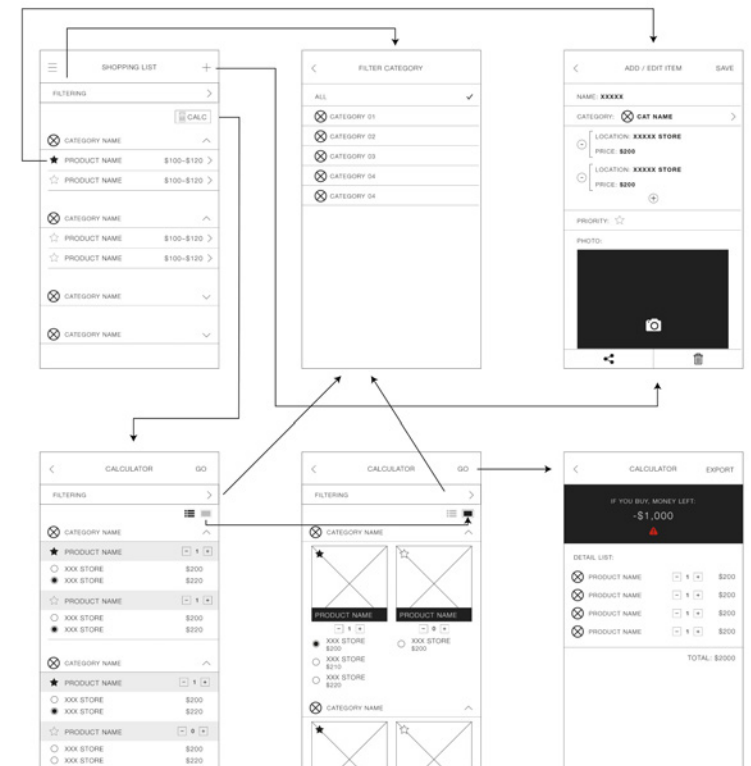
Spending tracker

User-friendly accounting tool with graph-generating and alert functions to analyze your income and expense status.



Shopping List

Helps you with budgeting by comparing prices before you buy.




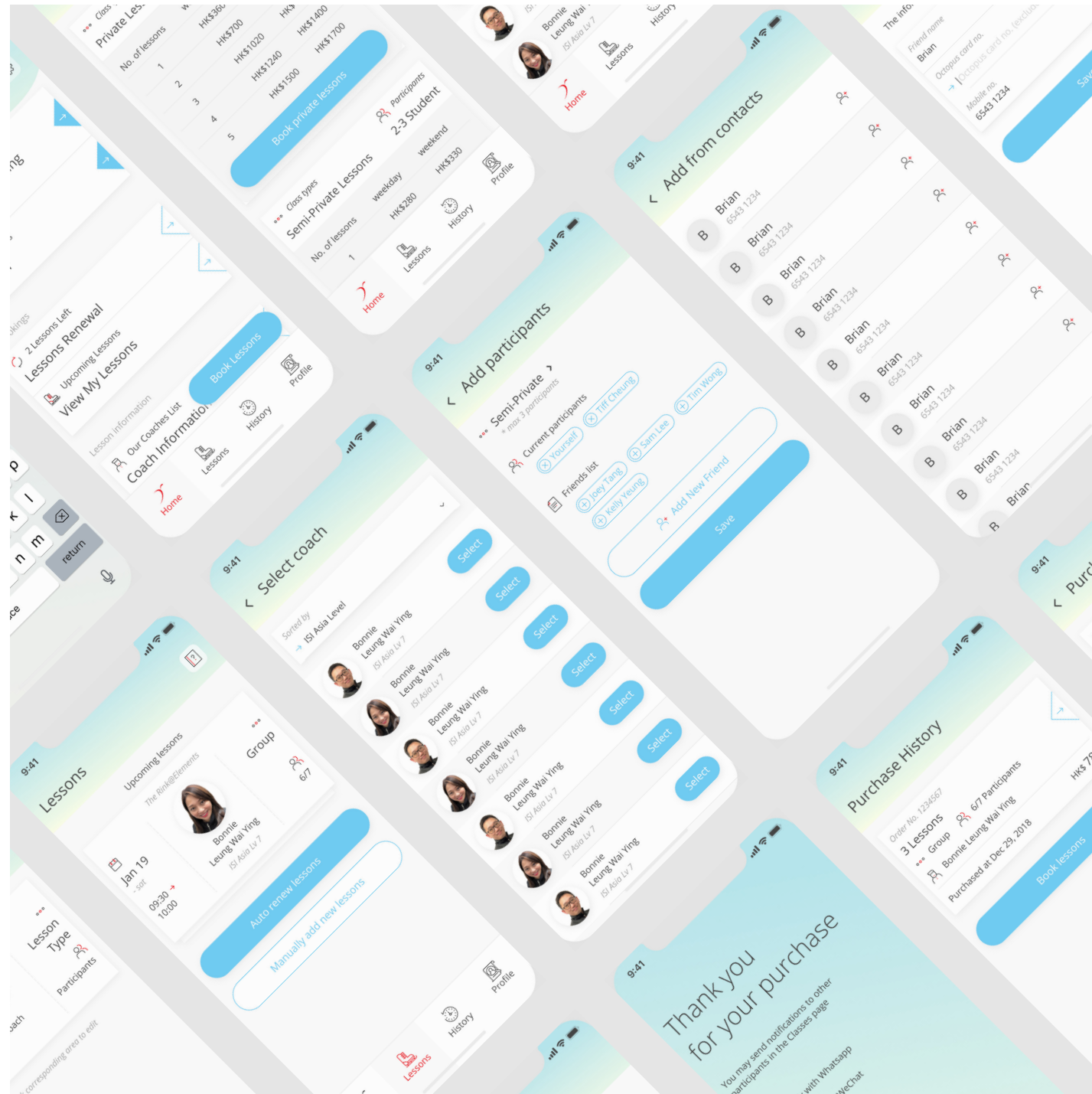
The Rink Booking App

Client: **The Rink**

The Rink is a ice skating rink company. I designed the app flow and wireframe for a mobile application to provide them a convenient, flexible booking assistant. The app targets their existing customers and offers both “pay as you skate” and professional lessons as options.

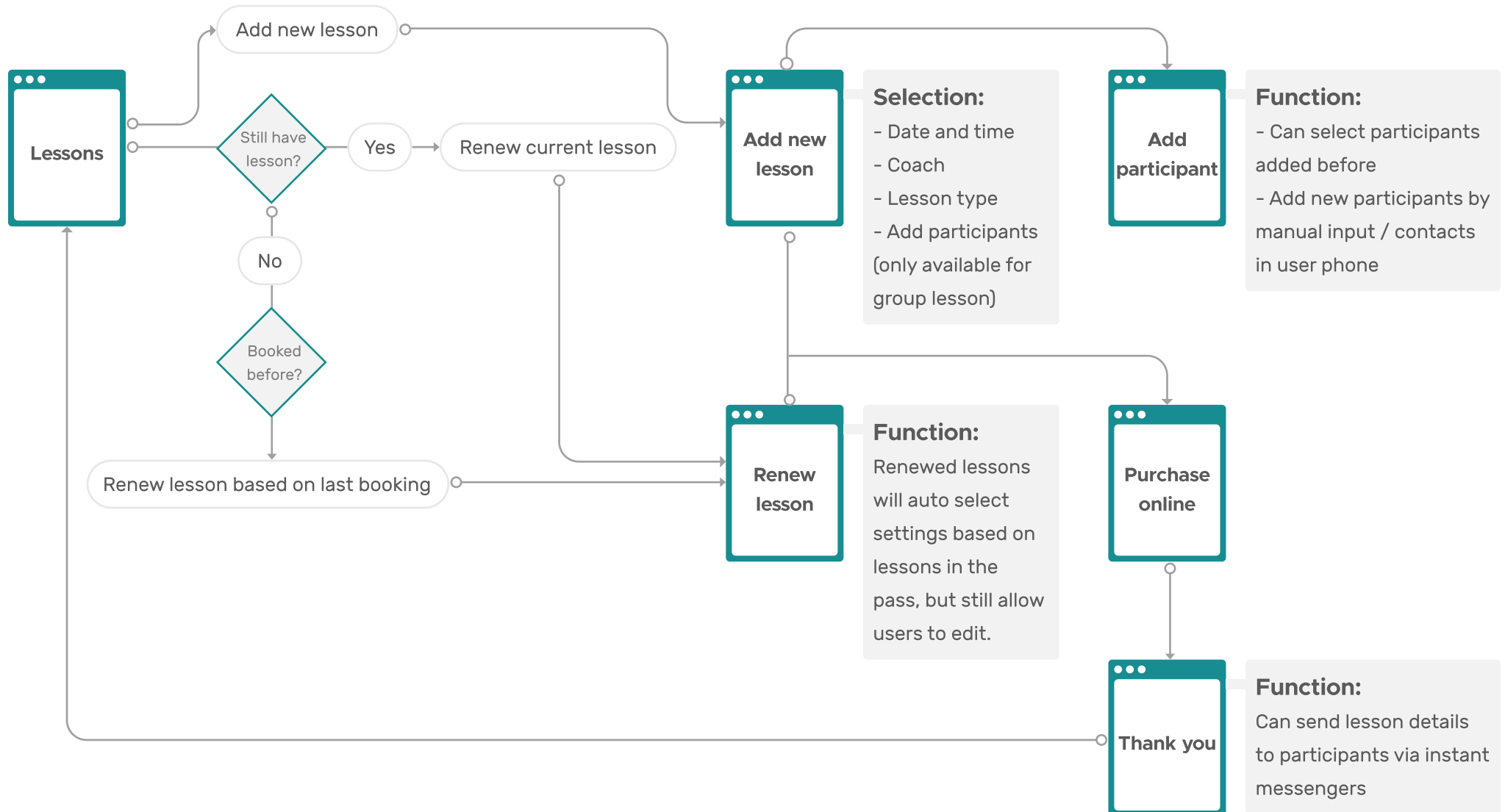
 UX Design, UI Design

 Sketch, Figma, Illustrator, Photoshop



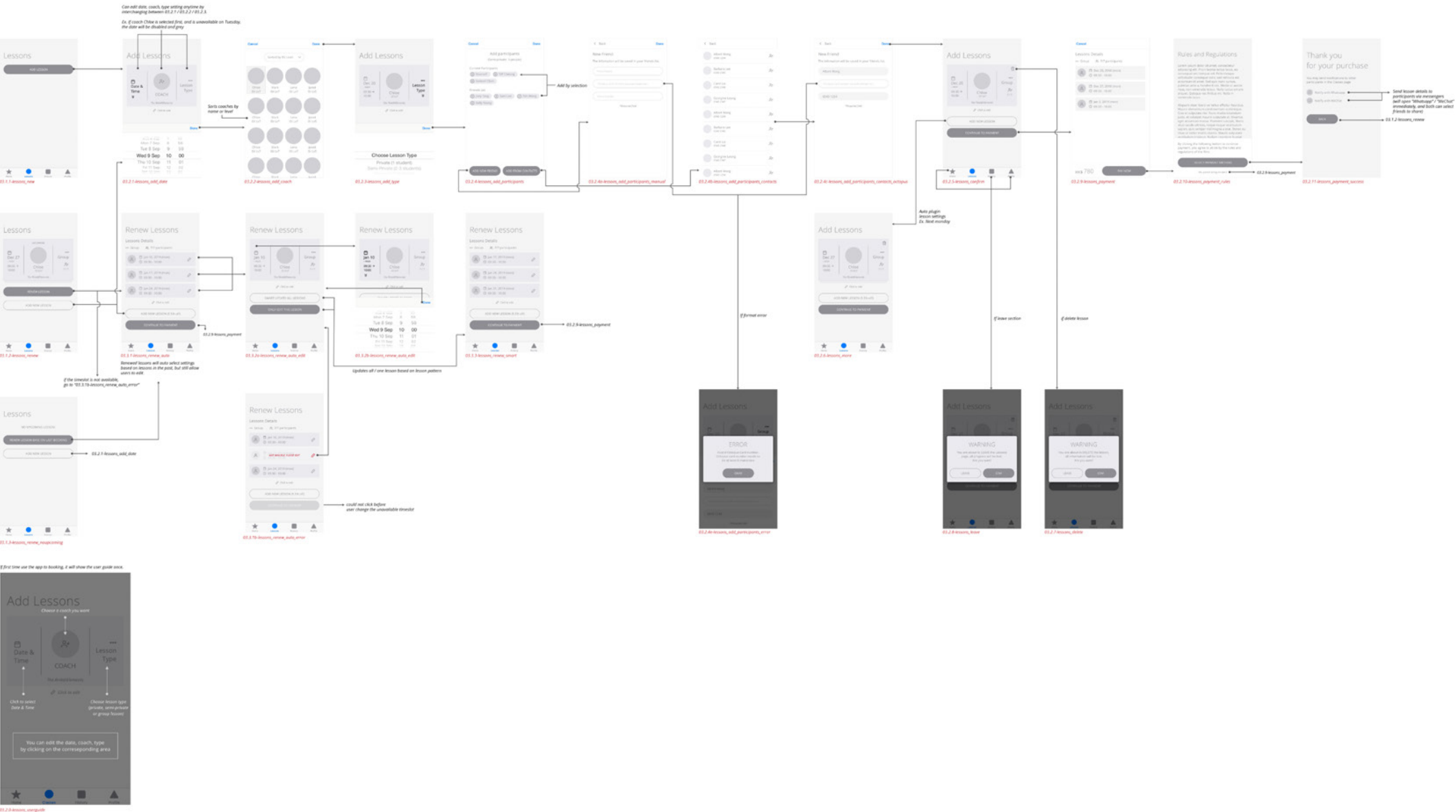
Booking Journey

Client requested that the booking function allow users to select different types of lesson. User will also need to choose within a range of options such as the coach skill level, weekly or single lesson, number of participants. Users could also renew lessons previously purchased with just a few clicks.

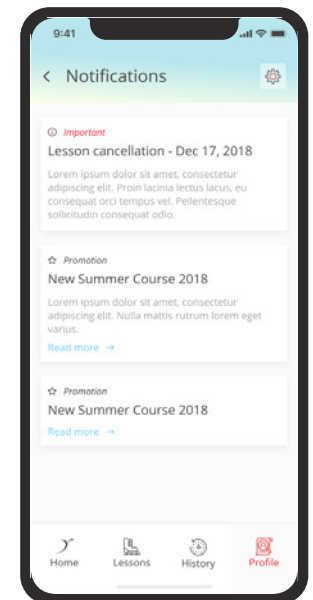
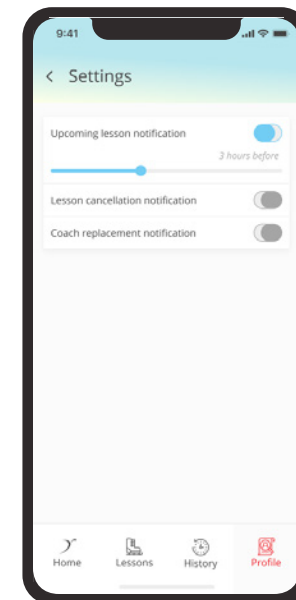
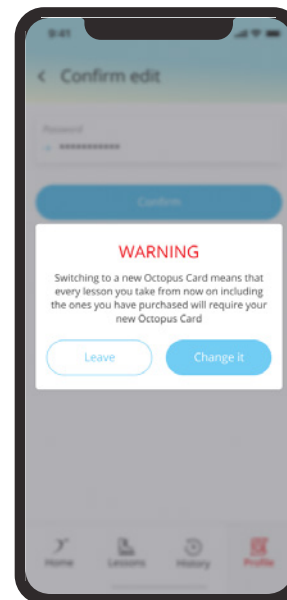
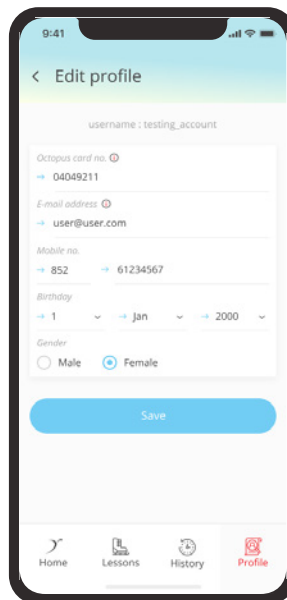
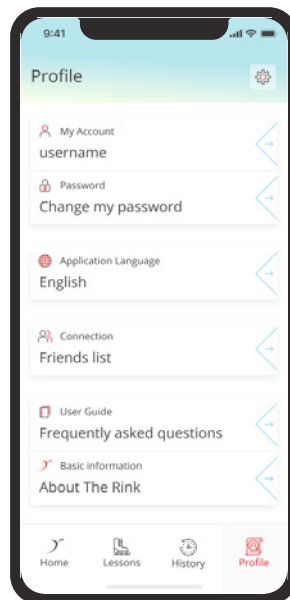
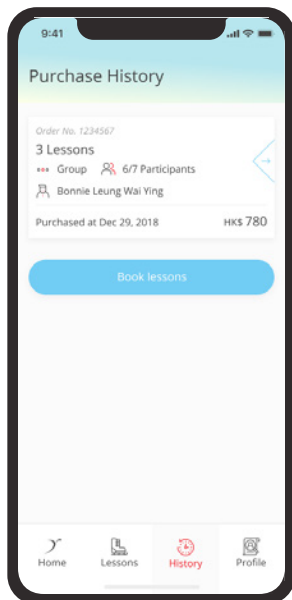
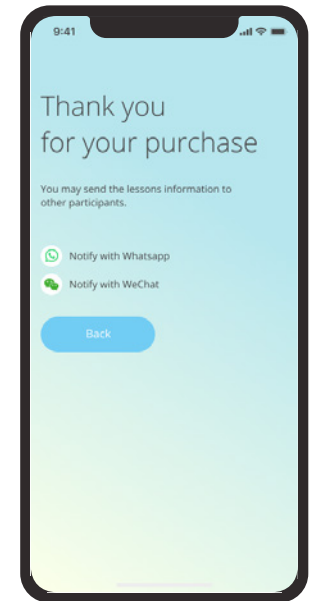
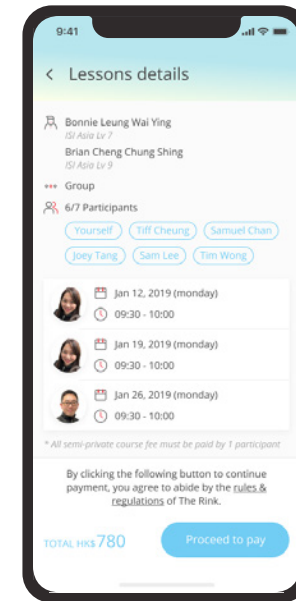
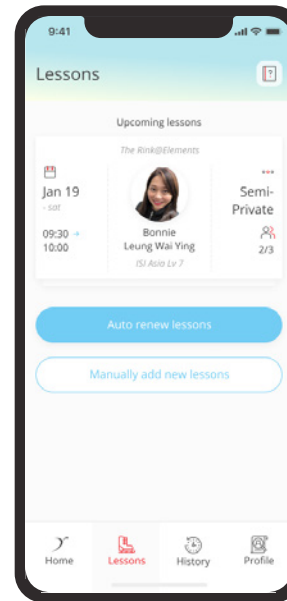
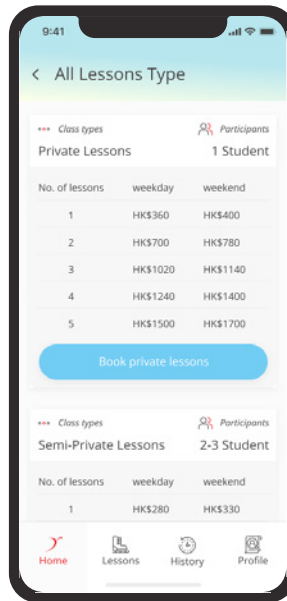
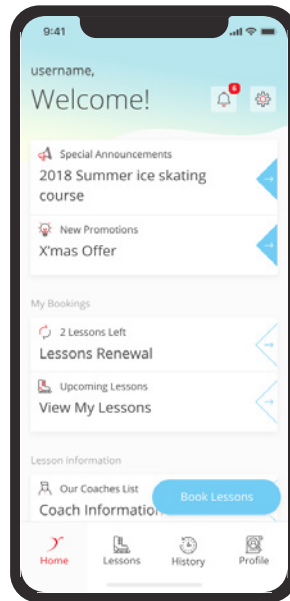
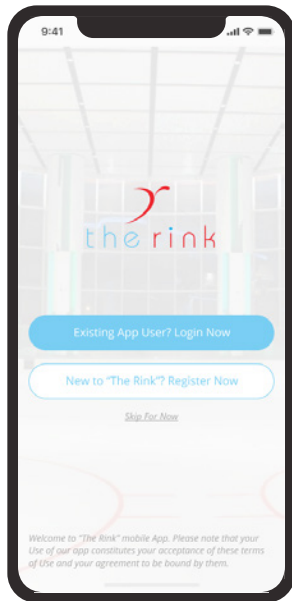


Booking journey with wireframe

BOOKING



UI Preview





Event

Website

Mobile App

Artwork

2012

Mutual Symphony

2013

Park Live



@ Dimension Plus Hong Kong Studio, 2011

Team: **Dimension Plus (HK)**

Award: **Finalist Prize**

Asia Digital Art Award 2012

Gold Award

Design for Asia Award 2013

Mutual Symphony

► VIDEO CLIP

To mimic the concept of symbiosis from organic plants, users can trigger by the sense of touch to interweave with the exhibit to construct a living body of machinery.



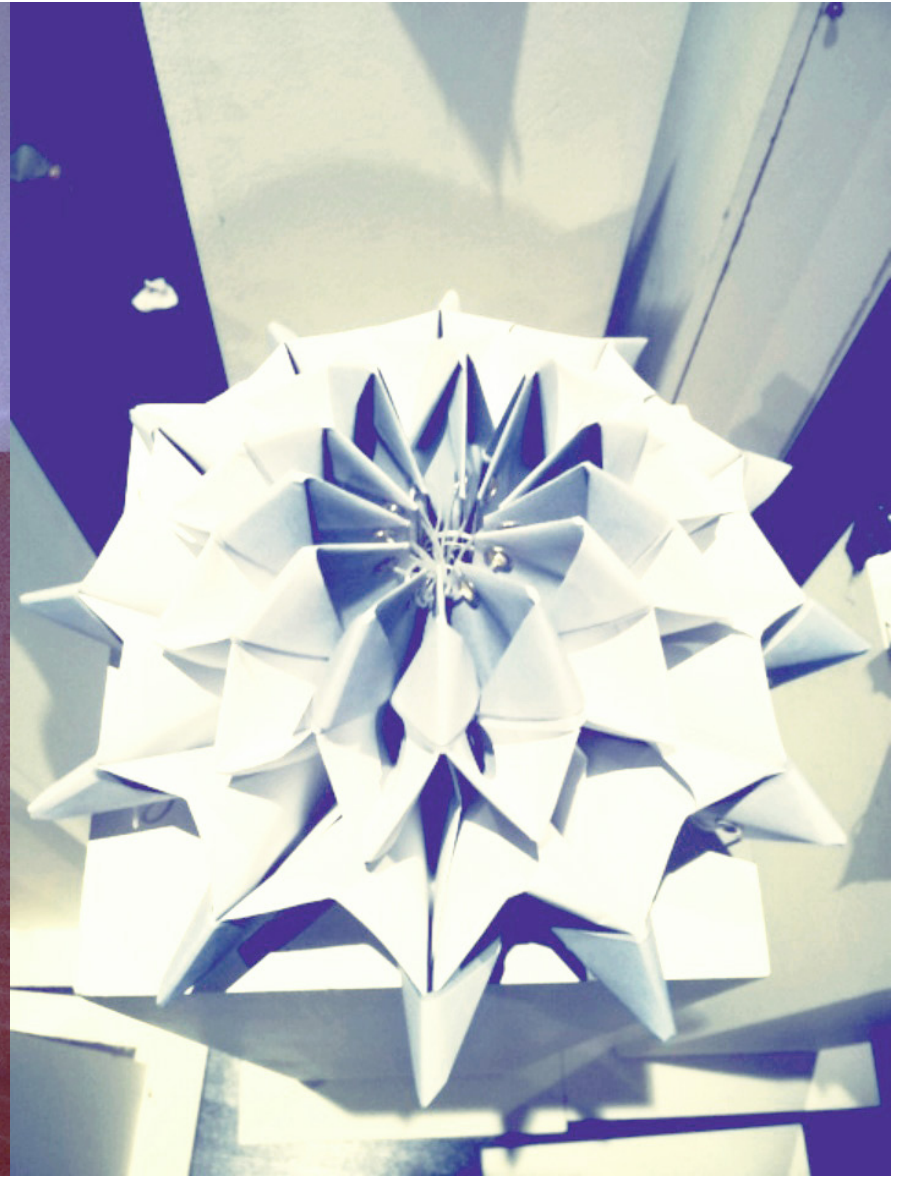
Creative, Interaction Design, Physical Computing



Arduino



Hong Kong, Taipei, Fukuoka, Venice



By touching the origami flower, it slowly contracts and wraps itself inwards and outwards.
This is also a media research on cross two extreme media: Paper & Electronics.

Park Live

► VIDEO CLIP

Client: **Urban Theatre**

Team: **Dimension Plus (HK)**

Award: **HK Best Award, Bronze Award**
HKDA Global Design Awards 2013

“Urban Theatre” is a non-profit project that promotes the connection of art & city. Visitors can interact with the 4 different installations in the playground. The sculpture collects the physical data from the installations and converts it into sounds and music.

 Creative, Interaction Design, Physical Computing

 Adobe Flash, Arduino, Processing, Ableton

 Shenzhen

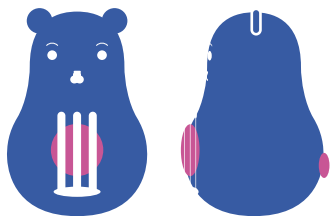


@ Coastal City, Shenzhen, 2013

01

Tumbler Bear

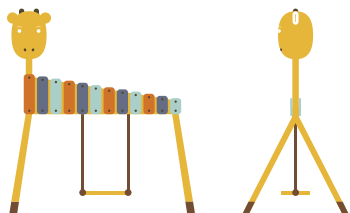
Push and pull the bears to create a music base.



02

Giraffe Swing

Play on the swing and generate xylophone sound.



03

Elephant Seesaw

Hitting on either side of the floor will trigger percussion sounds

