

Florence Hung

Product Designer UX/UI

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With 5 years of experience as a digital project manager, I am eager to bring my expertise to a user-centered and fast-paced environment. Skilled in collaboration and problem-solving, I excel at working with cross-functional teams to design and deliver impactful solutions. Passionate about creating intuitive and accessible experiences, I aim to leverage design and technology to improve people's daily lives.

Profile

- 4 years of experience in multilingual digital content localization as an international project manager
- Master level degrees in digital communication
- Proficient in web development (HTML/CSS/Python), graphic design (Figma/Adobe Suite), and communication
- Highly adaptable, passionate about UX/UI, meticulous and analytical
- Experienced in managing and coordinating technical and non-technical stakeholders inside and outside the organization
- Valid work permit in Canada, in the process of obtaining permanent residency
- Languages: French, English

Skills

Methods: Ideation, Double Diamond, User Research, User Testing, Prototyping

Creation: Figma, Adobe XD, Photoshop, InDesign, Illustrator

Project management: Airtable, JIRA, Trello, Azure DevOps, Agile methodologies, Kanban, ISO 9001 and ISO 27001

Others: Microsoft Office Suite, Google Suite, Notion, Confluence, Visual Studio Code, Wordpress, GitHub

Experiences

2021 Digital project manager

2017 Datawords

Position within an international agency working with a high-end Swiss watch brand

- Establishment of a quality assurance project to ensure compliance with UX best practices, SEO, and the client's brand guidelines across over 1000 retailer websites
- Organized stakeholders (clients from HQ, 15+ markets, technical and creative agencies) in order to complete projects on time and within budgetary constraints
- Bespoke web banner production management (overseeing the creation and ensuring alignment with client specifications for 10k banners to produce per month)
- Social media reporting using Sprinklr, created dashboards for engagement, KPIs and benchmarking
- Remote training of internal teams (20+ team members) and preparation of training materials on Confluence
- Multilingual publication coordination (12 languages) on social media platforms: Facebook, Instagram, WeChat, Weibo, YouTube, Youku.

2016 Junior digital project manager

KRDS Paris

Position within an agency specializing in managing social media accounts for brands across various industries.

- Managed the agency's newsletter: conducted technology watch, liaised with agency directors to gather information about the KRDS group, wrote articles, and handled publication.

- Implemented and supervised content creation for the KRDS website: introduced a Trello board for tracking articles within the Social Media team, formatted, and published articles.
- Designed and produced graphic content for social media (Clients: 20th Century Fox, Marie, Maître Coq, Michelin Careers).
- Handled social media publications, managed moderation, and maintained communication with brands. Covered a promotional event for the film The Revenant by A. González Iñárritu.

Side-projects

- Creation of a visual novel game (interactive story): writing, art, UI design, coordination with the developer, code editing, management
See more on the dedicated website: another-story.sharuruzure.com
- Personal blogging about manga, anime and video games from 2014 to 2020 (French only)
See more on the blog: geeky.zure.me

Education

2022 **Bootcamp batch 7 - Product design** **The Design Crew**

UX/UI course dispensed by ex-designers from Facebook, YouTube, Getaround

- Completed 3 projects addressing various challenges (adding a new feature to a mobile app, improving user retention, redesigning the onboarding process for increased engagement)
- User research phases (interviews, journey mapping & persona development) to understand user needs, usage contexts, and pain points
- Facilitated ideation workshops (mind mapping, crazy 8s & storyboarding)
- Advanced prototyping & UI design on Figma
- Preparation, administration, and analysis of 20+ user testing sessions

2016 **Bachelor of Digital Communications - Master level** **Institut de l'Internet et du Multimedia (IIM), France**

2014 **Professional degree in computer and multimedia communication - Baccalaureate level** **IUT de Montreuil (Paris 8), France**

2013 **Higher National Diploma in Media studies - Technical DEC+2 level** **IUT de Paris Descartes (Paris 5), France**

Languages

- French - Native language
- English - Spoken & Written: professional working proficiency

Interests

Travelling

- Japan, Canada, USA, China, United Kingdom, Spain, Netherlands, Germany

Video games

- RPG, Adventure, Visual Novel, Strategy, FPS

Anime / Manga

