

RACHEL TZE-HUEN, KWOK

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A passionate UX Designer dedicated about leveraging design thinking and product management frameworks to continuously improve and innovate in the digital space. With over 6 years of experience across Australia, Canada, and Hong Kong. I bring a global perspective and strong collaborative mindset shaped by working in diverse, cross-functional teams. My background in media, digital marketing, and service design enhances my ability to create user-centered solutions that make a positive impact.

CITIZENSHIP DECLARATION

I solemnly declare that I am a citizen of Canada and Hong Kong.



Rachel Tze-Huen, Kwok

EDUCATIONS

McMaster University, Canada

Honours Bachelor Degree of Communication | Obtained in June 2018

St Joseph Morrow Park Catholic Secondary School, Canada

Ontario Scholar, Ontario Secondary School Diploma | Obtained in June 2013

WORK EXPERIENCES

Design Thinking Course Instructional Assistant

Hong Kong University of Science and Technology, Hong Kong | December 2025 - Current

Instructional Assistant for Technology & Management Product Innovation Course at HKUST, honing student skills in product design through design thinking, value propositions, and business model canvas to craft empathetic startup solutions.

- Facilitated workshops on opportunity sensing, customer needs, and product model iteration, guiding teams to refine designs for global markets.
- Provided feedback on product prototypes and projects, reinforcing empathy-driven design aligned with tech-management competition prep.
- Supported the instructor in lectures and office hours, focusing on practical product innovation tools and team collaboration.

Senior User Experience Designer

VistaPrint, Australia | November 2023 - June 2025

- Led the user experience of the product from conception to launch, applying user-centered design methods and the Double Diamond design process to craft industry-leading experiences.
- Be hands-on at every stage of the design process—from discovery through detailed design, execution, and iteration—creating user flows, wireframes, pixel perfect designs, and prototypes along the way to bring ideas to life.
- Partner closely with cross-functional team members and collaborators around product problems, solutions, requirements, roadmaps, and priorities.
- Work with data, consumer insights, and UX research partners for foundational guidance on product direction, and new concept validation

Digital Service Designer

Cancer Council Victoria, Australia | July 2022 - October 2023

Design for Victorian Cancer Trial Link website, a government-funded project that aims to create a health care product to connect clinicians and cancer patients to the most suitable cancer trial treatment.

- Leading and planning end-to-end service design engagements
- Working closely with health professionals to obtain data and qualitative insights to create design solutions through user research, analytics reporting, task analysis, and participatory design techniques in an agile environment.
- Manage relationships with a range of internal and external stakeholders; facilitate design workshops to obtain insights and engage with stakeholders
- Create a high-fidelity prototype and design guide to communicate design ideas and support IT delivery teams' development process.

Lead UX Designer

Birdwire | Freelance | Aug 2022

Birdwire is a Sweden-based 3D animation navigation app that connects neighborhoods and local retailers and creates a close-knit community in a social, interactive app environment.

- Lead UX researcher, obtaining data with user research, analytics reporting, task analysis, and participatory design techniques in an agile environment.
- Creating interactive designs for complex web applications by building user flow diagrams, site maps, and interactive wireframes in Figma.
- Conducting UX research by interactively testing designs using high and low-fidelity prototypes.

Media Planner

Universal McCann Advertising Agency, Canada | Jan 2021 - Feb 2022

Owning a campaign strategy for Canada's second-largest supermarket chain brand- Sobeys Inc, from CXM to campaign development, stakeholder management, and campaign execution.

- Analyzing user interaction across national markets and researching targeted consumer habits.
- Working closely with a cross-functional team to drive product engagement and design effective digital learning experiences
- Optimizing campaign results and providing digital marketing campaign solutions to increase the brand's online initiatives

Media Strategist

AV Communications Multicultural Marketing Agency, Canada | Feb 2019 - Jan 2021

Specializing in multicultural consumer research in North America and leading a cross-functional team to achieve a 10% sales increment on an engagement-driven campaign with Western Union and Bank of Montreal

- Research and provide multicultural user insight to satisfy the brand's target audience's best needs through conducting quantitative surveys and analyzing product results.
- Managing stakeholder communication process and providing concise campaign performance.
- Work closely with the creative and digital marketing teams to integrate traditional & digital media, as well as to optimize campaign performance.

Video Journalist

Associated Press, Hong Kong | Apprenticeship | May - Sep 2017

Develop and produce newsworthy video content under a high-pressure timeline. Assist journalists with choosing prime shooting locations, conduct interview preparations, and gather instant news from various resources.

Digital Media Executive

Wavemaker Media Agency, Hong Kong | Apprenticeship | May 2015 - Aug 2016

Responsible for the SEO campaign execution for Jetstar Airways and Pandora Jewellery, in partnership to develop and deliver digital marketing plans to manage, measure, and evolve online traffic and digital output.

GLOBAL WORKING EXPERIENCES HIGHLIGHT

Australia

Senior UX Designer, VistaPrint – Led end-to-end UX for Logo & Brand tools, from research to launch, in a global e-commerce environment.

Digital Service Designer, Cancer Council Victoria – Designed a cancer trial matching platform using user research, stakeholder workshops, and prototyping in an agile setting.

Canada

Media Planner, Universal McCann – Managed digital strategy for Sobeys Inc., driving customer engagement across national campaigns.

Media Strategist, AV Communications – Conducted multicultural research and campaign planning for clients like Western Union and BMO.

Hong Kong

Design Thinking Course Instructional Assistant, University of Science and Technology - supporting workshops, prototype feedback, and student teams in developing empathy-driven startup solutions through design thinking workshops.

INDEPENDENT WORK

Product Photographer

PurplrCircle Photography Studio | Entrepreneurship | Oct 2020 - Current

Establish my own boutique studio during the pandemic, with a goal to support local mom & pop stores by providing affordable product photography services.

Managing client communication for daily operations to achieve the brand's goals and expectations.

Responsible for client management, production, and creative assignment.

Providing brand creative strategy and visual design consultation to maximize product's sale performance.

SKILLS

Design:

Front-End Web Development
User Research
Interaction Design
User Flows
Usability Testing
Content Strategy
Persona Creation
Branding Strategy

People:

Workshop Facilitation
User Research
Digital Marketing