

# Charmaine Kwok

Product designer specialising in B2B SaaS and AI-native products, working across discovery, strategy, and delivery, with a strong focus on visual design and translating business goals into design outcomes.

Portfolio [charmainekwok.com](https://www.charmainekwok.com)  
Email [kwokcharmaine@yahoo.com.hk](mailto:kwokcharmaine@yahoo.com.hk)  
Phone 0468845961  
Linkedin <https://www.linkedin.com/in/charmaine-kwok/>

## Work Experience

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### Sapia.ai

May 2023 - Current

#### Product Designer

- Designed the end-to-end flow of Talent Hub, a candidate management platform for enterprise recruitment teams, redefining core task flows that **improved task completion efficiency by 66% over the previous platform**
- Designed visual direction for Tia, an AI chat product that for screening candidates for hiring teams.
- Partnered with the product lead on early stage discovery for Live Interview, conducting customer interviews and competitor analysis to identify business opportunities and shape the product direction for Live Interview. Resulting in a Chrome extension that **boosted interview scheduling efficiency within recruitment teams by over 50%**.
- Drove accessibility improvements across the platform by auditing components against **WCAG AA guidelines**, closing gaps across the full product suite as it scaled.
- Built interactive prototypes in Cursor to pressure test design concepts with engineering and leadership before development, reducing design-to-dev friction and late stage rework.
- Contributed to and maintained a shared component library, improving design consistency and handover quality across a growing product suite.

### Mark 43

April 2022 - August 2022

#### Product Design Intern

- Ran **user research sessions and usability tests** to surface user needs, translating findings directly into design iterations
- Delivered design work scoped to accessibility standards and technical feasibility, ensuring alignment with the broader Mark 43 product ecosystem
- Collaborated closely with engineers, PMs, and customers throughout the design process.

### Edifyd

April 2021 - April 2023

#### UX Designer

- Designed UX and UI for desktop software used across the security and aged care industries
- Conducted competitor analysis and translated findings into product requirements, directly informing new feature development
- Rebuilt the company's design components from scratch, covering interaction patterns, UI components, and brand identity including logo, email templates, and landing page

### Lite Onboarding

October 2021 - November 2021

#### UX Design (Contract)

- Designed responsive landing pages driving **new client sign-ups across security, and aged care industries.**
- Worked in a multi-disciplinary team of business analysts, developers, and product managers to increase signup and onboarding.
- Designed and managed design components through Figma.
- Developed brand assets and designed UX of product.

## 🏆 Achievements

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### Won APAC regional champions in Bolt's World Largest Hackathon

Collaborated with 3 designers and a developer to build a game using Bolt AI. Led the brainstorming and design direction for the project.

## 🔧 Skills

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### Product Design and Research

- Competitor analysis
- User interviews
- User journey flows
- Workshop facilitation
- Requirements writing
- Interactive prototyping with Figma and AI tools

Tools: **Figma, Claude Code, Cursor, Atlassian suite, Miro, Bolt**

### Web

Knowledge in HTML, CSS and Javascript.

Softwares: **Wix, Webflow and Wordpress Elementor.**

### Graphic Design

- Branding
- Logo design
- Booklet design

Softwares: **Adobe Photoshop, Illustrator Indesign and Canva**

### Language

Native pro-efficiency in English, Cantonese and Mandarin

## 🎓 Education

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### UNSW Sydney

2019 - 2022

Bachelor of Design - Honours  
(Graphics and Spatial design)

### Narrabundah College (Canberra)

2017 - 2018

Completed an International Baccalaureate program and an ATAR degree.