

Lynette Huang.

Email: lynettehuangofficial@gmail.com

Portfolio: www.lynettehuang.design

SENIOR PRODUCT DESIGNER & UI/UX SPECIALIST

LinkedIn: www.linkedin.com/in/lynettehuangofficial

ABOUT

Over 10 years building enterprise-scale digital experiences from research and strategy through to execution and launch. I focus on user-centered design and modular frameworks with scalable systems to simplify complex workflows and drive measurable results. Whether it's building a design system from scratch, owning an end-to-end product or refining an experience that's almost there, I'm just as comfortable setting direction as I am getting hands-on.

EXPERIENCE

Freelance Senior Product Consultant

Apr 2025 - Present | Remote

I work with startups and established companies to achieve business goals, improve product usability and build stronger connections with their users.

Konekt.io (Fintech)

- Built and maintained 3 design systems with 150+ components
- Built an end-to-end digital wallet iOS & Android app, covering onboarding, payment method setup and transaction flow
- Built end-to-end B2B and B2C gift card e-commerce responsive web platforms, covering onboarding, order placement, payment options, product activation and redemption flow
- Designed consumer payment, loyalty and prepaid service experiences for retailers including Price Chopper, ProHealth Connect, Tops and FairPrice, integrating new capabilities into existing digital channels

EmbedIT — Senior Product Consultant

Aug 2020 - Apr 2025 | Prague, Czech Republic | Remote

EmbedIT is an IT services provider that specializes in enterprise transformation and advanced cybersecurity solutions. We collaborated with a European-owned financial services provider to scale their operations across their 4 Asian markets.

Home Credit (Fintech)

- Unified four regional products into a single design system, reducing UI inconsistencies by 87%
- Built and maintained a library of 300+ Flutter components adopted by designers and engineers, reducing design and implementation effort by 60%
- Defined component interaction states, edge cases and responsive behaviors, improving design-to-development handoff efficiency by 34%
- Identified and resolved UX gaps, increasing loan completion rate by 11%
- Owned the end-to-end design of onboarding, eKYC, loan application and marketplace across iOS & Android
- Facilitated cross-timezone collaboration across product, design and engineering teams, maintaining alignment and sprint velocity across 80+ stakeholders
- Evaluated post-launch performance using user feedback and product analytics, translating insights into prioritized backlog items for future releases

SKILLS

Strategic Design Thinking
System Thinking
Stakeholder Management
Workshop Facilitation
Research & Strategy
Information Architecture
Wireframing
High Fidelity Design
End-to-end Workflow
Design System
Responsive Design
Prototyping
Usability Testing
Validation & Iteration
Handoff Documentation
Graphic Design

TOOLS

Claude
ChatGPT
Figma
Sketch
Adobe XD
Adobe Illustrator
Adobe Photoshop
Maze
Miro
FigJam
Azure DevOps
Jira

LANGUAGES

English
Mandarin

IBM iX— Senior Experience Designer

Aug 2018 – Aug 2020 | Shanghai, China | Hybrid

IBM iX builds digital products with the network's technology and strategy capabilities. I moved between projects across diverse sectors, partnering with different clients and teams to lead the delivery of digital solutions.

Lincoln (Automotive)

- Led product design of a B2E sales iOS mobile app, covering lead management, inventory visibility, appointment scheduling and KPI tracking
- Defined product strategy and roadmap priorities through dealer research and workflow analysis
- Increased client profile completion by 73%, improved follow-up rates by 46%, and reduced duplicate data entry by 32%
- Built a design system to support scalable development and future platform expansion

BaoSteel Packaging (Containers & Packaging)

- Led product design of online and offline D2C customization experiences
- Achieved 600+ online orders within the first week of launch, 63% online activation rate, 86% offline activation rate and 27% social sharing rate within the first week of launch

PwC Experience Center — Product Designer

Jun 2016 – Jun 2018 | Shanghai, China | On-site

PwC Experience Center is an innovation and co-creation hub shaping digital transformation. Partnering with the Shanghai and Hong Kong teams, I delivered proposals and end-to-end solutions for our global clients.

Club Med Joyview (Hospitality & Tourism)

- Led product design of a B2C iOS & Android mobile app, covering RFID technology, activity booking, location sharing and cashless payments
- Defined product strategy and feature priorities through stakeholder workshops, user research and journey mapping
- Achieved 100% adoption, 65% location-sharing engagement, and a 32% increase in activity bookings within the first month
- Reduced checkout time by 47% through self-service payments and digital checkout

BASF (Chemicals & Materials Manufacturing)

- Led discovery and product strategy a real-time monitoring and predictive alerting solution for automotive paint production
- Synthesized operational requirements through stakeholder interviews and workflow mapping
- Designed monitoring dashboards and exception-management workflows for production traceability and early quality risk detection
- Secured executive approval and project funding, advancing the initiative from concept to implementation planning

RTG Consulting Group — Design Lead

Mar 2015 – May 2016 | Shanghai, China | Onsite

RTG Consulting Group helps businesses succeed through market research, strategy and marketing communications. I drove all visual communications for client-facing and internal projects, including brand identity, digital initiatives and marketing assets.

- Defined and executed creative direction for campaigns to drive engagement
- Produced weekly social media content
- Translated research insights into compelling visual communication decks
- Presented design concepts and rationale to internal teams and clients

Connoisseur Group — Senior Graphic Designer

Apr 2014 – Mar 2015 | Shanghai, China | Onsite

Connoisseur Group is a curated collective of boutique brands from around the globe, offering luxury consumables, accessories and furniture. I've developed the evolution of brand identity across digital, print and packaging platforms.

- Ensured visual consistency across marketing channels, aligning websites and marketing collateral with brand standards
- Developed brand identity and product packaging for new launches
- Coordinated with manufacturers and print vendors to ensure production quality and accuracy
- Directed photoshoots and performed image retouching

Silly Cow Design — Graphic Designer

Jan 2012 – Apr 2014 | Shanghai, China | Hybrid

Silly Cow Design specializes in brand development and visual communications. I delivered designs that connect brands with their audiences, building awareness and driving impact through strategic design and compelling storytelling.

- Created brand identity elements including logos, typography, color palettes and visual guidelines
- Designed digital and print materials including campaign sites, presentations, brochures and marketing collateral
- Prepared final artwork for digital and print production, managing file formats and specifications

EDUCATION

Raffles Design Institute – Bachelor's degree in Graphic Design

Year 2009 – 2011