

Inge Cheung

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SUMMARY

Product designer with 5+ years of experience across B2B SaaS, fintech, and blockchain, specializing in guiding projects end to end, from product strategy and user experience through to scalable design systems. Known for adapting quickly to new industries, and an early adopter of AI-augmented design workflows, with hands-on experience building AI-readable design specs and prototyping pipelines that cut production time while preserving consistency at scale.

COMPETENCES

B2B SaaS Platform
User-Centered Design
Design Systems

Product Strategy
UX Research
User Interface

Cross-Functional Collaboration
Team Leadership
AI-Integration Workflow

WORK EXPERIENCE

UI Designer

Feb 2026 - Present

[Global Relay](#) | *Compliance & Communications Technology Company*

- Restructured the Lunar design system into AI-readable markdown spec files and Claude skills (Agentic Design System), reducing AI token usage per prototype session from 50%+ to under 10% while maintaining design consistency across generated output.
- Established a team-wide AI prototyping workflow by authoring a Prototype Playbook and experiment log, enabling structured usability testing and contributing design criteria to the org's AI tooling evaluation.
- Built 10+ admin modules through the CAP 2.0 refresh across Identity, Access, and Account Management, driving designs from concept through QA and developer handoff on a multi-product B2B compliance platform.
- Managed the product's design system end-to-end, from research and component design through implementation and developer handoff.

Product Designer

Jun 2025 - Dec 2025

[Brava Tactical Inc.](#) | *AI marketing product solution*

- Designed and evolved core product experiences, translating complex ideas into clear, user-friendly journeys and wireframes.
- Built scalable design systems and structure maps, ensuring consistency and flexibility as the product grew.
- Blended research and creativity, drawing from competitor insights and design trends to inspire thoughtful, future-ready solutions.
- Shaped the visual and brand foundation, crafting typographic and style libraries that unify the product's identity.

Senior Product Designer

Jan 2023 - May 2024

[Technine Limited](#) | *SaaS platform Solution Company*

- Managed the development of 7 SaaS products across various platforms (Mobile App, Website, Tablet, Kiosk) from zero to one, and gained 3+ new clients from various industries (Web3.0, luxury clubs, and NGOs).
- Led user experience revamp on admin dashboard, created design system to maintain the final deliverable.
- Led the user experience research of a Web 3.0 Fintech blockchain exchange platform.
- Reduced operation and time cost by 35% by proposing strategy solution on product development.
- Enhance the productivity by 30%+ by guiding and training designers throughout the product development cycle.
- Accelerate the process of product development by managed product development scope and timeline in agile team.

Senior Product Designer

Aug 2022 - Jan 2023

[CYMBALLE](#) | *Marketing Strategy Company*

- Created an initial user experience report for a government organization (Transport Department, Hong Kong).
- Designed and provided creative strategy for a campaign websites and landing pages for a large-scale insurance company (AIA Insurance), a luxury jewelry company (Chow Tai Fook Jeweller), and a web tool site for a shopping mall (Cityplaza).
- Integrated AI and AR technologies to develop an interactive game installation for the shopping mall (APM).

UI UX Designer

Jul 2021 - Aug 2022

[GreenTomato Limited](#) | *Mobile Application Software Development Company*

- Execute end-to-end interface design process for a prominent Hong Kong bank (HSBC, Hang Seng Bank) mobile application, Local e-commerce, and government project (HKSTP), including research, development, and implementation.
- Create comprehensive design system guidelines to maintain design quality throughout the workflow.

STARTUP EXPERIENCE

Founding Product Designer

Feb 2024 - Feb 2026

[Tailor Grow Limited](#) | *AI Education Technology Startup*

- Developed a generative AI platform delivering personalized ESL learning materials.
- Collaborated with a Cross-functional team across Hong Kong, Canada, UK and Romania.
- Engaged stakeholders to recruit pilot testers, refining the platform with feedback.

Founding Product Designer

Aug 2022 - Feb 2025

[Matchalike Technology Company Limited](#) | *Social Enterprise Company*

- Helped Styoolish project secure \$50K Funding from Innovator Farm Scheme by demonstrate the innovative feature of Product.
- Oversee the complete development of the app, from initial concept to design, by analyzing user flow and behavior, and creating UI and design guidelines for the development team.
- Define the project scope and organize tasks with clear objectives, responsibilities, and a timeline.

PUBLICATIONS

“From Maker to Orchestrator: Navigating the UI/UX Designer Role Shift in AI-Augmented UX Practices”

Nov 2026

BritCHI'26, 39th BCS Interaction Specialist Group Conference

Brunel University London (BCS EWIC Proceedings)

First author (of 2) · Camera-ready accepted

ACCOMPLISHMENT

International Design Center Berlin | UX Design Awards 2021

2021

Special Mention | New Talent

[Project "Littles"](#)

EDUCATION

The Hong Kong Polytechnic University

2019 - 2021

B.A. Interactive Media | First Class Honor

CERTIFICATIONS

Prompt Engineering

Mar 2025

Linkedin

Google Data Analytics Specialization

May 2024

Google

AI Foundation

May 2024

IBM

Responsive Web Design | HTML | JavaScript | Cascading Style Sheets (CSS)

Apr 2022

University of London

Creative Coding

Jul 2021

University of the Arts London