

Sammi Fung

Fung Sum Yi

Online Portfolio
<https://www.sammidesign2.com>



Strategic UI/UX Designer crafting scalable design systems and high-engagement digital products. By pairing end-to-end UX/UI architecture with motion design and AI workflows, I accelerate production while elevating brand experience. I excel at aligning cross-functional teams to transform complex business goals into seamless, user-centric solutions.

WORKING EXPERIENCE

UI/UX Designer

UNN.HK

Artificial Intelligence Solutions

MAR 2025 - APR 2026

- Led end-to-end UI design & revamps for web/mobile apps, boosting user engagement by 25%.
- Managed daily platform maintenance, reducing visual and technical bugs for a seamless UX.
- Conducted competitor analysis to identify UX gaps, streamlining navigation and user flows.
- Leveraged generative AI tools in image processing, cutting asset production time by 30%.

UI/UX & Multimedia Designer

Zlashy Limited

Digital Agency

DEC 2023 - AUG 2024

- Designed responsive UI/UX solutions, translating research into wireframes to boost user retention.
- Delivered end-to-end branding packages and design systems, elevating client brand perception.
- Created high-engagement social media campaigns and dynamic visual marketing assets.
- Integrated Lottie animations & motion graphics into production without slowing load speeds.

Marketing & Design Intern

Ergon Global

Digital Talent & Solutions Agency

JUN 2021 - JUN 2022

- Developed internal branding systems, ensuring visual consistency across digital channels.
- Produced video & motion graphics content, leading end-to-end video editing for client campaigns.
- Designed custom graphic assets and promotional collateral tailored to diverse project needs.
- Created print & digital marketing graphics to strengthen visual communication.

EDUCATION

Bachelor of Art

Communication Design

The Hong Kong Polytechnic University

SEPT 2019 - AUG 2023

Hong Kong DSE

Tsuen Wan Public Ho Chuen Yiu

Memorial College

SEPT 2013 - AUG 2019

SKILLS

Cross-Functional Collaboration & Communication

Wireframing & Prototyping

Interaction Design & Information Architecture

Visual Design & Design Systems

Motion Design

User Research & Usability Testing

DESIGN SOFTWARE & AI TOOLS

Figma & Figma AI · Illustrator (Ai) · Photoshop (Ps) · InDesign (Id) · XD (Xd) · After Effects (Ae) · Premiere Pro (Pr) · Lightroom (Lr) · Midjourney · ChatGPT & Gemini · Galileo AI / UX Pilot / Relume · Attention Insight / Neurons

LANGUAGE

Cantonese

Mandarin

English

Sammi Fung

<https://www.sammidesign2.com>

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WORKING EXPERIENCE

Miramar CRM in CRM App UXUI Design

APR 2024-AUG 2024

Miramar Group

End-to-End UX/UI Integration: Merged UX design principles directly into polished UI interfaces, delivering seamless, user-centric digital experiences for Miramar Group.

Iterative & Collaborative Design: Crafted diverse layout variations and customized visual styles through close team collaboration to maximize design impact.

Core Challenge: Differentiated the app from standard market CRM products by shaping a distinct visual identity and unique, tailored user experience.



BOCI ETF & MPF Website

FEB 2024-AUG 2024

BOCI-Prudential

UX/UI Enhancement: Refined UX/UI designs for BOCI's ETF/MPF trading and recruitment platforms, optimizing complex fund introductions to maximize user reach and engagement.

Enterprise Branding & Integrity: Strict adherence to corporate branding guidelines, gaining deep expertise in enterprise design systems and visual consistency.

Core Challenge: Managing and structuring dense financial data into clear, intuitive layouts using strategic iconography, structured lists, and visual hierarchy for effortless scannability.



ESG Campaign In-app Game Design

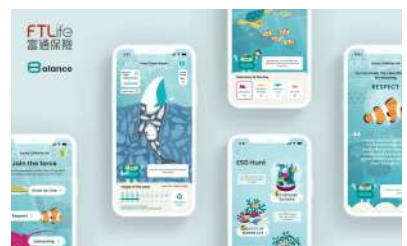
JAN 2024-MAR 2024

FT-Life

UX/UI & Interactive Asset Design: Conceptualized and designed three ESG-themed virtual underwater games from initial client ideas, handling complete UI/UX workflows, Lottie animations, and asset export systems.

ESG & Environmental Engagement: Aligned gameplay with World Water Day and Earth Day initiatives, driving user participation through rewards to promote environmental conservation on the Balance platform.

Core Challenge : Evaluated technical feasibility while designing meaningful game mechanics and reward loops that motivate players, ensuring high engagement and long-term replay value.



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