

NAME

Kin Man Cammy Sha

PORTFOLIO

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CONTACT

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EDUCATION

2018 - 2020

MA Service Design

Royal College of Art

2012 - 2016

BA (Hons) Product Design

The Hong Kong Polytechnic University



Cammy Sha.

PROFILE

Hi, I am a passionate designer with a strong foundation in UX/UI and Service design. I enjoy crafting everyday experiences that bring joy and convenience to people's lives. I believe keeping things simple is key to solving complex problems. As a designer, I strive to acquire new knowledge and engage with people from diverse backgrounds to keep my perspectives fresh and open.

During my time at The Body Shop, working alongside another UX designer, I played a pivotal role in shaping the user experience across three digital platforms: the e-commerce website and two distinct platforms catering to the direct selling aspect of the business. Together, we took ownership and implemented a range of enhancements and new features, significantly improving their usability, accessibility, and overall consistency.

EXPERIENCE

Sep 2022 - Present

UX Designer

The Body Shop

Conduct qualitative and quantitative user research, workshops, competitor analysis, and user testing to deeply understand customer needs

Analyse user research findings and customer service data, and utilise data-driven metrics to identify and prioritise opportunities

Collaborate with senior stakeholders to align business objectives with customer needs

Own UI design, creating and presenting high and low-fidelity prototypes using Figma, and maintaining user flows and design guidelines

Advocate for web accessibility standards and drive innovation with a mobile-first approach

Work closely with Product Owners, Developers, Testers, Data Insights, Customer Service, and Marketing teams to ensure the delivery of an outstanding user experience

Facilitate discussions on and implement improvements to work processes, enhancing team efficiency and collaboration

Jul 2021 - Aug 2022

Service Design Consultant

Experience Lab - Serco

► Feb - Aug 2022

Learning platform

Client: Serco

Initiated the creation of a learning platform from scratch, refining wireframes through iterative development and usability testing in collaboration with user researchers

Conceptualised and crafted low and high-fidelity prototypes to visualise the user journeys for learners, training providers, and administrators

Drafted comprehensive user requirements for both front-end and back-end user experiences

Maintained regular coordination through handover meetings with external IT teams

Jul 2021 - Aug 2022

Service Design Consultant

Experience Lab - Serco

► Nov 2021 - Jan 2022

Workplace from Facebook

Client: Meta

Undertook multiple rounds of usability testing involving more than 40 users in the UK and US to assess the sensibility of recent platform updates and the seamlessness of user flows

Collaborated closely with Meta's design team to implement interface changes and develop new features based on our recommendations

Summarised the research findings in a comprehensive report, including an assumption matrix and practical design recommendations for each research iteration

► Oct - Dec 2021

Client: WorldFirst

Conducted discovery research to help Worldfirst reassess their pricing strategies during their international business expansion

Sourced and conducted in-depth interviews with 10 financial decision-makers within their respective companies

Delivered the research insights to the team along with pricing templates to demonstrate participants' preferred pricing models and suggestions on how to articulate their service's value more effectively

► Aug - Sep 2021

Client: Travis Perkins

Designed the core features and crafted prototypes for a mobile application aimed at enabling users to visualise The Bathroom Showroom's products within their bathrooms using AR

Led workshops to unite target users, professional installers, and the Travis Perkins team, fostering collaborative brainstorming sessions and guiding design decisions

The team recognized the application's potential and initiated its development

► Jul - Aug 2021

Client: Serco Workforce Solutions

Engaged in comprehending the recruitment experience of Serco's temporary workforce and identifying design opportunities

Undertook a 'Mystery Shopper' exercise to navigate and assess the recruitment process, along with interviews involving 15 Serco employees and recruiters

Presented the joys and pain points experienced by various personas through journey maps. Subsequently, conducted a co-design workshop to prioritise the identified improvement opportunities

Jan - May 2020

RCA Graduate Project

V&A Museum

Collaborated closely with the digital team at the V&A Museum to promote meaningful visitor engagement with exhibits by reshaping the museum into a therapeutic environment

Sep 2018 - Aug 2020

MA Service Design

Royal College of Art

This program provided advanced training in service and UX design methodologies, strategic thinking, systems thinking, and interdisciplinary collaboration. Through hands-on projects and industry interactions, I developed skills to tackle complex challenges and enhance user experiences across sectors.

Aug - Sep 2019

Design Intern

World Animal Protection

Identified quick wins for improvement and revamped multiple features on their website

Created social media content for marketing purposes

Jul - Aug 2019

Freelance Designer

My Personal Therapeutics

Assisted the team in creating a personalised cancer treatment service using various design tools and systems thinking

Oct 2016 - Aug 2018

Product Designer

Crystocraft

Partnered with Swarovski to design and manufacture in-house products and transform the existing customer experience