Iris Luk

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360 hrs/day saved through one UX fix · **94 issues triaged to 40 shipped fixes**, 8 weeks ·
Patented game mechanic shipped at scale · **30k+ users**, sole designer on flagship product

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SKILLS & TOOLS
Tools: Figma · Figma Make · Miro · Notion · Dovetail · Claude (AI prototyping)
Practice: Design Systems · Design Tokens · Prototyping · Information Architecture · Mobile App Design · Accessibility (WCAG) · End-to-End Design
Strategy: Product Discovery · AI-Powered Design · User Research · Workshop Facilitation · Stakeholder Facilitation

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EXPERIENCE

ION Group, London Senior Product Designer **May 2018 – Mar 2026**
Joined via acquisition — Acuris (owner of TIM, Mergermarket, KYC6, Infralogic), then ION; retained as sole designer across integration
Global fintech providing news, analytics, and workflow automation for financial institutions. Sole designer across four distinct regulated-market products simultaneously.

Mergermarket — M&A Intelligence Platform (30k+ users)
- Parachuted in as sole designer mid-flight on the company's highest-revenue product, taking it from 60% complete to shipped in under a quarter.
- Reframed the core interaction model from search-driven to guided discovery — a product strategy call that surfaced AI-driven intelligence upfront rather than requiring users to know what to ask for.
- Built a structured post-launch feedback system — segmenting users, synthesising Jira tickets, support logs, and Dovetail insights — triaged 94 identified issues to 40 high-impact changes, all shipped within 2 months.

KYC6 — AML/KYC Compliance Platform
- Proactively shadowed compliance researchers unprompted, mapping their CMS workflow end-to-end — identified a duplicate-check bottleneck adding 3+ minutes to every entry across 120+ daily tasks.
- Solved it by surfacing existing search data inline — showing who had researched a person in the last 24–48 hours at point of entry. No new data needed, just a display change. Estimated saving: 360 hours of research time daily.
- New to the domain but ramped up fast enough to onboard and guide an incoming business analyst through the product using self-initiated research.
- Audited the information architecture and led a design system overhaul — restructuring content groupings so context was always visible, reducing confusion for new users.

Infralogic — Infrastructure & Energy Data Platform
- Identified that email digests were capping platform value — users were getting just enough to stay subscribed but never discovering the full depth of the database.
- Designed a dashboard and competitive leaderboard that pulled data consumption onto the platform — shifting users from passive email readers to active platform users, giving account managers stronger leverage at contract renewal.
- Navigated competing needs across two distinct user types — advisors hunting opportunities, investors tracking trends — resolved the tension by structuring the dashboard around deal lifecycle stages (live, future, closed, cancelled) rather than time filters, giving both personas immediate value from the same surface.

TIM — Trade Ideas Market
- Diagnosed a spike in customer support tickets around sell-side portfolio performance calculations — designed a dashboard that surfaced caveats, pricing logic, and transaction fees upfront, reducing user frustration and support load.
- Established a proactive user research programme — regularly interviewing sell-side and buy-side users, tagging and cataloguing insights to continuously inform the product backlog.
- Uncovered through research that sell-side users wanted peer comparison data to support bonus and promotion negotiations — translated that insight into a ranking feature that added direct day-to-day value.

EXPERIENCE

Gamesys, London UX Designer → Senior UX Designer **Jan 2013 – Apr 2018**

UX Designer, 2013–2016 · Promoted to Senior UX Designer, 2016

Online gaming operator. Brands included Virgin Games, Heart Bingo, Hasbro, and News UK.

- Co-invented and designed a patented bingo mechanic that reframed the core engagement model — shifting from rewarding one winner to sustaining excitement across all players by revealing the next four balls, measurably increasing engagement.
- Built a responsive mobile design system from scratch in the early days of responsive web — defining interaction patterns, button sizing, and scaling behaviour through trial and error, then white-labelled it across Virgin, Hasbro, and News UK.

Havas Worldwide, Hong Kong Assistant Art Director **2009 – 2011**

- Delivered integrated campaigns (TV, digital, print) for Credit Suisse, DBS Bank, and Sony.

EDUCATION

University of Arts London MA Interactive Media, Distinction **2011 – 2013**

Hong Kong Polytechnic University BA Design (Advertising) **2006 – 2009**

Portfolio and references available on request.