

Dorothy, Cheok Nga LEI

Product designer specialised in Design Systems and DesignOps.

Website

With over 7 years of experience, I have built and scaled various Design Systems and DesignOps projects for design teams of 15+, helped designers and engineers to create valuable products.

Email

Linkedin

Medium

Key achievements:

- Built and scaled Design Systems for the Deutsche Bahn App — Streckenagent which boasts 800K users.
- Created and maintained various component libraries and guidelines for a design team size 15+ and 30+ developers.
- Streamlined the checkout flow that used by millions across Europe and APAC regions.
- Crafted an environmentally friendly feature that delight people.

Experience

January 2020 —
December 2023

Designer to Senior Designer (Design Systems | DesignOps)

Mobimeo GmbH | Deutsche Bahn

- Worked closely with 10+ designers, reported to the Head of Design.
- Created and maintained Design Systems and translated them into holistic UX patterns, which are the backbone of our functional and elegant design.
- Completed Figma and Zeroheight migrations, reducing design debt by 25% through reorganising the library and documentation structures.
- Increased work efficiency by 10% through the development of design principles and document guidelines, setting up a scalable structure while continuously improving the design processes.
- Advocated for consistency among designers, engineers, product managers, and executives through writing, visuals and presentations.

August 2016 —
December 2019

Product Designer

Foodora and Foodpanda | Delivery Hero SE

- Developed designs from scratch for B2C products for Foodora and Foodpanda brands.
- Led product design for Checkout & Payments squad, collaborating with 13+ team members to create a user-centric design.
- Constantly iterated on the checkout flow, decreasing drop-off rate by 5%.
- Devoted to advertising design team, speaking at meetups, engaging the audience through social media, and expanding the design team from 3 to 15 members.

February 2013 —
June 2015

Designer

Haymarket Media Group

- Managed and designed well-known magazines *Campaign Asia Pacific* and *CEI* with a print run of 50K+ monthly.
- Worked on corporate events and awards such as *Top1000Brands*, *Agency of the Year Awards*, *PRWeek Awards Asia*, *Media360Summit*, *DigitalMediaWorks*.
- Crafted art direction for features like *40 under 40* and *Hall of Fame*.

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December 2011 —
October 2012

Project Coordinator

Cartoon Network | Turner International Asia Pacific

- With a team size of 10, managed day-to-day operations and tasks for the design team.
- Project-managed the launch of TV shows including *The Amazing World of Gumball*, *Adventure Time*, and *Ben10* across APAC regions.
- Helped identify, analyse and communicate project risks and ensured everything remained within budget under tight deadlines.
- Matching team capacity and monitoring project processes increased efficiency by 5%.

September 2007 —
September 2010

Assistant Designer to Designer

LexisNexis

- Ownership of the design titles of *Human Resources*, *Focus* and *Momentum* with a print run over 10K monthly.
- Managing accounts, bridging the gaps between clients and designers regarding their advertising materials with no client complains.
- Communicated frequently so that outcome meets the requirements.

Education

2014 — 2015

User Experience Design

General Assembly

2010 — 2011

BA Graphic Design

University of West of England

2005 — 2007

HD Multimedia Design and Technology

Hong Kong Polytechnic University

Articles

8 small user testing tips you may not be aware of — February 2018

From graphic design to product design, quite a journey — September 2017

How to solve big problems OR How to make decisions fast, within your team — June 2017

I can help with

Design Systems — Component library, Documentation, Design tokens

DesignOps — Roadmaps, Design process, Project management, Hiring

UX Design — Information architecture, User flows, Wireframing, Prototyping

Best practices — Web, Mobile Apps, Google Material Guidelines, Human Interface Guidelines

User Research — Benchmarking, User Testing, Journey mapping

Languages

German (A2-B1), English (Fluent), Cantonese and Chinese (Native).
