

Kent Tsang

Product Designer

UX/UI Designer with experience designing web and mobile products across fintech, payment, education and AR. Experienced in end-to-end product design, from information architecture and user flows through high-fidelity UI, prototyping, developer handoff and QA. Collaborated with cross-functional teams across Hong Kong, Japan, Malaysia and China.

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Portfolio: <https://www.kenttsang.com/>

PROFESSIONAL EXPERIENCE

Regal Crown Technology Limited, Hong Kong

10/2022 - 08/2024

UX & UI Designer | Product Management

- **Led end-to-end product design and lifecycle management** for fintech apps, payment platforms, and IoT/AR applications.
- Drove the transformation of RC 2.5 for the RC365 Mastercard ecosystem, successfully evolving a legacy remittance app into a crypto prepaid card platform; designed the core information architecture, top-up flows, and security UX that laid the foundation for the subsequent RC 3.0 release.
- **Acted as a Hybrid PM** leading cross-border technical alignments and feature deployments with remote engineering teams in Mainland China and Malaysia.
- **Designed architectures for MPOS 2.0 and ePOS merchant applications**, streamlining payment settlement and merchant workflows.
- **Headed QA, bug-testing and usability audits** to ensure engineering alignment and global delivery.

Freelance UX/UI Designer, Hong Kong

03/2022 - 09/2022

- **Designed Keweya**, an immersive career-learning platform featuring a consumer mobile app and a B2B SaaS dashboard for educators.
- **Mapped out information architecture, user flows, and wireframes** to support administrative course creation and learner progress tracking.

Regent Building Material Supplies Co Ltd, Hong Kong
UX Designer

09/2021 - 02/2022

- **Delivered the Acqua web application** from user flows and research through interactive prototyping and responsive UI design.

Waihong Environmental Services Limited, Hong Kong
Marketing Assistant

03/2020 - 04/2021

- Prepared tender documentation and coordinated stakeholders for enterprise project submissions.

FEATURED PROJECTS

RC 2.5 – Crypto Prepaid Card Platform

2024

Fintech product evolved from a remittance and currency-exchange application into a crypto prepaid card platform, with UX/UI work focused on information architecture, navigation and key user journeys.

MPOS 2.0 – Merchant Payment Platform

2023

Merchant payment platform supporting QR payments, transaction management, reporting and revenue analytics, with UX/UI design across core merchant workflows.

ePOS – Merchant Payment Application

2023

Merchant-facing payment application covering transaction processing, tipping, digital signatures and electronic receipts, with a focus on simplifying operational workflows.

Keweya – Career-Learning Platform

2022

Career-learning platform with an educator administration system for course creation, assessment management and learner progress tracking, covering information architecture, user flows and responsive UI design.

CatchAR – AR Engagement Platform

2022

AR engagement platform for event-based user interaction and merchant promotion, including beacon-enabled experiences.

SKILLS & SOFTWARE

Product & UX: Product Strategy · Hybrid Project Management · Information Architecture · User Flows · Interaction Design · Design Systems · Responsive Design · Cross-Border Technical Alignment

Design Process: Product Research · Wireframing & Prototyping · Usability Testing · QA Testing / Bug Tracking · Cross-Functional Developer Handoff

Design Tools: Figma · Jira · Adobe Photoshop · Illustrator · After Effects · Premiere Pro

Languages: Cantonese (Native) · English (Fluent) · Mandarin (Intermediate) · Japanese (JLPT N3)

EDUCATIONS

The Open University of Hong Kong, Hong Kong

2019

Bachelor's Degree (Top-up) – Global Business and Marketing