

Keith Cheung

Senior Product Designer · Design Systems · Brand · UI/UX

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SUMMARY

Senior product designer with eight years of experience across regulated banking and crypto fintech — five years in Hong Kong, three in Toronto. Joined Virgo.co as its only designer and now owns product design for four consumer and business payment products, plus the design system and brand architecture behind them. Works close to engineering: token architecture, spec files, design QA.

EXPERIENCE

Senior UI/UX Designer — Virgo.co (VirgoCX · Wallet V · VirgoPAY) May 2023 – Present
Toronto, ON

- Grew from the company’s sole designer to leading design review for a team of two — setting the standard both product and marketing ship against.
- Rebuilt the Virgo Payments design system into a structured two-layer token library — replacing one assembled under launch pressure — and built an AI-assisted workflow on top of it: AI generates against those specs, then directed and refined by hand, cutting the time from brief to first draft.
- Own end-to-end product design for VirgoCX, Wallet V, VirgoPAY and VirgoPAY Business — user flows through to design QA.
- Authored Virgo.co brand guidelines: three-tier brand architecture, per-brand spec files for engineers and AI tooling.
- Redesigned the KYC and account-onboarding flow the Ops team uses to onboard high-value clients, within regulated-platform compliance constraints.
- Created the VI-2 brand mascot and merchandise programme, giving a B2B fintech brand a consumer-facing identity.
- Established a design intake and review process with the Head of Product, giving design a defined checkpoint before build.

Relocated from Hong Kong to Toronto, freelancing through the move · late 2022 – early 2023

Senior UI/UX Designer — Green Tomato Limited (Contract) Nov 2021 – Nov 2022
Hong Kong · Promoted from UI/UX Designer, Apr 2022

- Led the UI/UX for Cyclopes, a regulated trading and securities platform — directing a team of three on work allocation and design review, delivering high-fidelity interfaces under enterprise banking compliance.
- Reviewed builds against specification through a formal Design QA ticket process with client engineering.

UI/UX Designer — Green Tomato Limited Apr 2019 – Feb 2021
Hong Kong · Digital product agency

- Designed web and mobile applications for banking and enterprise clients, including Hang Seng — user flows, wireframes, UI and specs.
- Ran usability testing and user research — moderated think-aloud sessions and pitch-stage interviews with external participants — validating flows before build.
- Worked with product owners and developers to translate compliance and business requirements into usable interfaces.

Multi-Media Designer — Plutux Limited May 2018 – Mar 2019
Hong Kong

- Produced UI, marketing assets and motion graphics for a crypto financial services product.

Freelance Designer 2018 – Present
Clients incl. the Hong Kong Monetary Authority, the Insurance Authority, Starbucks Hong Kong, Lungo

- Animation for financial regulators, a Starbucks HK campaign minisite, brand identity and illustration. Full-time practice Feb–Nov 2021.

SKILLS

Product design	User flows, wireframing, prototyping, interaction design, usability testing, design QA
Design systems	Token architecture, component libraries, documentation, spec files, migration planning
Brand & visual	Brand architecture, guidelines, mascot & IP development, illustration, 2D/3D animation, campaign design
Tools	Figma, Adobe Illustrator, Photoshop, After Effects, Blender, Webflow
AI workflow	Design & brand specs structured for AI tooling; AI-assisted design and production
Domains	Crypto & digital payments, retail banking, securities trading, KYC & onboarding
Languages	English, Cantonese

EDUCATION

BA (Hons) Visual Communication, First Class Honours · Birmingham City University 2016 – 2017
Higher Diploma in Visual Communication · Hong Kong Design Institute (HKDI) 2014 – 2016