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 its four consumer and business products — crypto trading, wallet and payments — 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

- Own end-to-end product design for VirgoCX, Wallet V, VirgoPAY and VirgoPAY Business — user flows through to design QA.
- Rebuilt the Virgo Payments design system into a structured two-tier token library — replacing one assembled under launch pressure — improving consistency and handoff across the products.
- Built an AI-assisted design workflow on top of those specs: AI drafts against the tokens, then directed and refined by hand to speed up early-stage exploration.
- Grew from the company's sole designer to leading design review and mentoring a junior designer — setting the standard both product and marketing ship against.
- Redesigned the KYC and account-onboarding flow the Ops team uses to onboard high-value clients, within regulated-platform compliance constraints.
- Authored Virgo.co brand guidelines — three-tier brand architecture with per-brand spec files for engineers and AI tooling — and created the VI-2 mascot and merchandise programme.
- 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

Project-based, alongside full-time roles · 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