



Wong Cheuk Yiu Rachel

🇭🇰 Hong Kong / BA (Hons) in Communication Design @ Hong Kong Polytechnic University

Product design

Design system

Agentic workflow

Crypto/web3/fintech

Branding

Senior Product Designer, AIR Kit + Mocaverse, Animoca Brands

Feb 2024 - Present

- Design and build AIR Kit embeddable modules, an identity SDK for business partners, covering onboarding, identity and transactional modules
- Define UX patterns, interaction specs, and handover documentation for internal and external implementation teams
- Lead the AIR rebrand and design system foundations to improve consistency across product surfaces
- Supported major launches including AIR Shop, a travel loyalty program, and the \$MOCA token launch and airdrop flow, impact includes 3M+ AIR account openings since March 2025 and the launch of the AIR Design System
- Explore agentic workflows to improve prototyping and product craftsmanship, design documentation and handoff

Product Design Manager, crypto.com

Apr 2022 - Jan 2023

- Managed the Exchange product design team of 5 designers and oversaw end-to-end design delivery across web and native app
- Partnered with PM and engineering leads to define roadmap priorities, scope, resourcing, and the product north star
- Led design reviews and cross-functional workshops to align expectations, unblock execution, and improve design quality

Senior Product Designer, crypto.com

Jul 2021 - Mar 2022

- Owned core Exchange app experiences across spot, margin, derivatives, and OTC trading
- Designed and launched the first version of the Exchange native app for iOS and Android
- Maintained and expanded the internal design system used by 25 designers across product and engineering teams

Product Designer, crypto.com

Oct 2020 - Jun 2021

- Designed and built crypto.com Exchange app from scratch which was launched in June 2021

Product Designer, Ant Bank, Ant Financial

Sep 2019 - Oct 2020

- Designed and launched the Ant Bank native app from scratch, reaching 30,000 account openings in the first 2 months
- Designed the end-to-end user journey for Libra Savings, Ant Bank's first financial product
- Defined the Ant Bank brand guidelines, visual assets, and component library
- Worked with engineering on localisation and bilingual product support

Visual and UI Designer, OneDegree

Dec 2017 - Sep 2019

- Designed insurance product experiences across pet insurance and critical illness insurance in close collaboration with design, product, and engineering
- Created OneDegree's brand identity from scratch and set the design foundation for future marketing and product work