

JOASH GUEVARA

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EDUCATION

Savannah College of Art & Design (HK)

B.F.A Motion Media

Cum Laude

Dean's List (Hons)

2016

PROJECTS / EXHIBITIONS

FANCL 2016

Concept Store Video Installation

UCLA 2014

China Onscreen Biennial Intro

HSBC HK 2014

Eco-art Installation

EXPERTISE

Experience Design

Wire-framing

Interface Design

User Research

Rapid prototyping

Art Direction

Branding

SOFTWARES

Adobe Suite

Figma

Sketch

Miro

EXPERIENCE

HSBC Hong Kong / Senior Product Designer Mar 2024 - Present

- Working on HSBC's international money app, Zing.
- Designed and supported growth initiatives, including referral campaigns and in-app partner rewards, driving 130k+ onboarded users.
- Contributed to an award-winning onboarding experience, creating flows that resulted in 80% of users completing onboarding within 1 day, with 60% completing in just 15 minutes.

Neurum Health / Product Designer Mar 2023 - Dec 2023

- Collaborated with psychologists, designers, and developers to create a product addressing gaps in mental healthcare.
- Delivered impactful solutions that significantly improved user engagement and retention resulting in a 15% increase in Daily Active Users (DAU) and a 20% uplift in 7-day retention rates.
- Improved task completion rates by 70% through simplified daily task flows.

Cinchblock / Product Designer Aug 2022 - Nov 2022

- Designed a Web3 forum/Q&A platform from 0-1, set to be the world's first focused on blockchain projects.
- Led end-to-end product design, collaborating closely with stakeholders to conceptualize and develop a market-responsive solution.
- Conducted targeted user and market research to align the product with user needs and ensure market fit.

A&H Design Group / UI/UX Designer Oct 2020 - Aug 2022

Circle YY / Lead User Interface Designer Nov 2019 - Aug 2020

Edelman / Digital Art Director Aug 2016 - Nov 2019