

bowiemok

# Bowie Mok

hello@bowiemok.com  
www.bowiemok.com  
+1 (646) 707-2022

New York, NY

## education

Parsons the New School for Design, New York  
Bachelor of Business Administration,  
Strategic Design and Management

Graduated: May 2016  
GPA: 3.95

Dean's List: Fall 2012-Spring 2016  
Departmental Honors Graduate  
Institutional Honors Graduate

Relevant coursework:  
Communication Design, Information Visualization,  
Innovation, Service Design,  
Research & Development Methods,  
Economics & Ethics of Sustainable Design

## skills

Figma, Sketch, inVision  
Jira, Asana, Trello, Notion  
Adobe Photoshop, Illustrator and InDesign  
Microsoft Word, Excel, Powerpoint,  
iMovie, Final Cut Pro, Keynote  
Prezi, Hubspot, Mailchimp  
Basic HTML and CSS

## languages

Fluent in English, Cantonese and Mandarin

## work experience

### **POINT72 L.P. Asset Management Firm**

**Product Manager** | *January 2020-Present*

- Defined and executed detailed product roadmaps for the firm's proprietary iOS research and productivity tool, used by the firm's investment professionals;
- Defined a vision, and roadmapped features for a new product area in the firm's front-office platform, focused on automated data alerting and task management;
- Wireframed, designed and prototyped new features, focused on delivering investment performance insights and data aggregation;
- Owned the product strategy, including release plans, messaging and communication;
- Met with customers regularly to discover actionable product insights; and
- Analyzed usage data to understand feature adoption rate, and identify areas of improvement.

**Product Designer** | *Apr 2017-Dec 2019*

- Designed, conceptualized and created graphics for the firm's products;
- Developed brand systems for the firm's business divisions, and produced other related media to support project specifications;
- Implemented a design library, to ensure seamless collaboration and consistency within the design team;
- Reviewed in-development features with the engineering team, to ensure that all UI/UX elements functioned as intended; and
- Participated in analyzing the firm's graphic design needs and requirements to determine feasibility of new product releases.

### **ALCHEMY50 Digital Design Agency (Specializing in Financial Technology)**

**Designer** | *October 2016-April 2017*

- Designed and maintained a native mobile and tablet application based on the existing web platform's product features, brand styling and content offering;
- Collaborated with the clients' product team to improve the user experience for web and mobile platforms, design new product features; and
- Created investment fundraising presentations for a financial planning startup to raise \$7M Series A, and eventually acquired by Orion Adviser Services in 2019.

### **BARCLAYS ACCELERATOR POWERED BY TECHSTARS Start-Up Accelerator**

**Design Associate** | *June-September 2016*

- Conceptualized, created and executed marketing campaigns for Morty, a cohort startup that has raised \$11.5M to date;
- Designed Demo Day and Investor presentations for cohort startups, including AlphaExchange (acquired by VisibleAlpha) and PierceMatrix (acquired by Zeneth Technology Partners);
- Reviewed and redesigned cohort startups' branding and UI/UX; and
- Created marketing materials and internal infographics for Techstars.