

Tracy Leung

tracyleung.space
linkedin.com/in/tleungux
tracyleunglokclam@gmail.com

End-to-end product designer turning dense, high-stakes financial workflows into intuitive experiences. Driven by my research on metacognition, I'm interested in how AI reshapes the way people think, and in designing interfaces that work with human cognition.

EXPERIENCE

Societe Generale

Product Designer

Sep 2024 - Present

London

- Led end-to-end design for key client-facing SG Markets services: a multi-market algorithmic trading tool aimed at capturing **5%** of the APAC market, and a client ticket management tool used by over **1,000** internal officers and clients.
- Drove delivery of the first AI usage pattern and AI chat input component for the SG Design System.
- Published "Thinking About Thinking: Designing AI for the Human Mind" on SG Design's Medium publication.

Hong Kong Jockey Club

Management Trainee

2020 - 2023

Hong Kong

- Led a brand refresh across the membership division, crafting guidelines that scaled visual and tonal consistency across digital and physical touchpoints.
- Partnered with product designers to digitise a paper enrolment process, lifting top-of-funnel acquisition by **23%**.
- Developed an annual public engagement plan with a **£600k** budget, reporting directly to the Executive Director.

PROJECTS

Prototypes

more at

tracyleung.space/playground

- **Contextual** - AI workspace that rebuilds itself from conversations
- **Unpack** - LLM that asks before it assumes
- **Clay** - canvas-based chat UI

EDUCATION

City St George's, University of London

2023 - 2024

London

- Distinction in MSc Human-Computer Interaction Design
- The Dean's Award Best Student
- Thesis on GenAI's metacognitive challenges and design implications

SKILLS

Design & Technical

- Interaction design, visual design, information architecture, design systems, prototyping, HTML/CSS, JavaScript

Tools

- Figma, FigJam, Miro, Cursor, Claude Code, v0

Languages

- English (fluent), Mandarin (fluent), Cantonese (native)