

Christine Fok, Design & Strategy

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Hands-on design and research leader with deep fintech expertise, including banking, FX, PFM and crypto. Experienced in scaling design teams, shaping product strategy, and leading cross-functional collaboration to deliver business and customer impact.

EXPERIENCE

Moniepoint

Head of Product Design, Digital Banking Cluster

2026.01 - Present | London, UK

Witnessing the success of MonieWorld in user experience excellence, my team has taken additional scope within the Group to raise the bar for the Moniepoint Microfinance Bank, both its personal and business banking arms, with 7.2M and 4.2M users respectively.

- Co-leading the design function re-org (40+ multi-disciplinary designers and researchers) with the Head of Design System to bring forward product platformisation for UX excellence and speed of delivery
- Leading design hands-on for the product integration into the platformised, market/entity-agnostic structure
- Establishing the new Claude design process, from experimentation phase, to process setup and team training

Head of Product Design, MonieWorld

2024.08 - 2026.01 | London, UK

- Shipped MonieWorld as the first international footprint of the Nigerian unicorn in Apr 2025
- Led design strategy with discovery market and user research
- Strategically revamped the onboarding experience which led to **85% conversion rate**, compared to the industry average of 20% to 25%
- Led payments design to double down on seamless pay-in experience as GTM strategy
- Achieved **£7.6M TPV in the first 30-day** in the crowded market for UK-to-NG FX corridor

Plum Fintech

Design Manager

2022.12 - 2024.08 | London, UK

- Built and managed a team of 7 multi-disciplinary designers
- Carried out resource planning, prioritisation and set up ways of working
- Led cross-pillar initiatives from product strategy, discovery to roadmapping, design, delivery and release
- Led product design across pillars, money movements (27% increase in depositor conversion) and KYC process (UK+22.5% & EU+37% increase in document submission; 35% increase in document pass rate)
- Formulate qualitative and quantitative research templates for both design and product teams

Binance

Senior Product Designer

2021.11 - 2022.11 | Remote

- Built and launched the new B2B stream, Ceffu, for the biggest crypto player in the world (web & mobile), achieved \$2B AuM in 2 months
- Led product design and research on overall product positioning, wallet and transaction experiences
- Established design process to foster user research and standardised design ops
- Established the design systems for iOS, Android and Web apps

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EXPERIENCE

HSBC

Product Design Lead

2021.07 - 2022.02 | Hong Kong (Project Contract)

- Led product design for a new PFM initiative in mobile channel
- Pitched product strategies to Directorates
- Collaborated with Global and Service Design Teams and external research agency
- Planned roadmap with PMs and BAs for incremental development

Mox Bank by Standard Chartered

UX Designer

2019.06 - 2021.07 | Hong Kong

- Launched one of the first challenger banks in Hong Kong in Sep 2020, journey from 0 to 160K users in 10 months
- Defined & refined service, product and UX/UI design for the Save, Spend and Growth propositions, as well as Onboarding and IAM experiences
- Planned, moderated and synthesised qualitative user research

WiZ by Philips Signify

UX / UI Design Lead

2018.11 - 2019.06 | Hong Kong

SnagR

UX / UI Designer

2017.01 - 2018.11 | Hong Kong

STACK

Design

Information architecture, user flow, UI, hi-fi prototyping
Advocate of the refined atomic framework for design system development

Research

Early market and product discovery
Methodologies & tools: Superset, Mixpanel, user interview, UAT, survey

Collaboration

Methodologies: agile, co-creation, inception workshop, design pairing

EDUCATION

The Chinese University of Hong Kong

Business Administration (Minor in Journalism & Communication)
(The CUHK is ranked the 41st in World University Rankings 2026 on Times Higher Education)