ALVIN KUO (KUO TSZ LUNG)

Design Lead & Creative Technologist

Web3 · Fintech · Hong Kong

Design Lead & Creative Technologist with 9+ years across product, brand and motion design. Currently leading design at Venus Protocol; previously led a team of 4 at Magic Compass. I turn complex Web3 and fintech products into clear interfaces and launch experiences, and use AI to ship them fast and on time.

CONTACT

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CORE EXPERTISE

AI-native: from business idea to working system.

Solve Problems: Research · Discovery · Insights

Set Priorities: Strategy · Roadmaps · Planning

Simplify Experiences: UX · UI · Prototyping

Build Brands: Branding · Identity · Art Direction

Deliver Products: Design Systems · Development · Testing

SKILLS

Design: Figma, Adobe CC, Webflow, Framer

3D & Motion: Blender, Cinema 4D, After Effects, Unreal Engine 5

Build: JavaScript, Three.js, GSAP, GLSL, Vercel

AI: Claude (Skills, MCP), ChatGPT, Dreamina, AI agents & workflow automation, AI-assisted coding

LANGUAGES

Cantonese, Mandarin, English

EDUCATION

Exchange Program
Fudan University, Shanghai, 2018

Bachelor of Business Administration
Federation University Australia, 2012 – 2015

PORTFOLIO

WORK EXPERIENCE

VENUS PROTOCOL Design Lead & Creative Technologist — OCT 2025 – PRESENT

CONTRACTED THROUGH **BINANCE**

- **Product launches:** Landing pages were dated and products felt fragmented. With the PM team, I redesigned the experience around one simple flow, borrow and supply, and led 8 product launches including Liquidity Hub, Vaults, Spoke Markets and Isolation Mode. Each was designed in about 2 weeks and live within a month.
- **Product & web design:** Partnered with PMs and engineers from scoping to release, turning requirements into user flows, prototypes and dev-ready Figma specs on a shared design system.
- **Brand & social:** Lead Venus's visual identity across product, web, X, Telegram, campaigns, character IP and merch, with templates, motion posts and launch assets for one consistent brand.
- **Motion & 3D:** Create launch animations, product explainers and 3D visuals (Blender, After Effects) for web and social.
- **AI-native delivery:** Designed and built the TOKEN2049 Singapore booth experience (quiz, 3D card reveal and gift-draw system) end to end in 3 weeks as one person, using AI for motion, code and deployment.

AICOWORK Co-founder (side venture), Product Design & Development — 2026 – PRESENT

- Co-founded an AI-assisted creative platform that brings website references, AI proposals and freelancer matching into one experience; lead product design and front-end development.
- Built a curated website-reference library and AI-generated website review reports that turn a client's needs into a clear project brief.
- Designed AI workflows (Claude Skills) to automate research, highlights and report writing, so a small team can serve more clients.

MAGIC COMPASS Brand Director — 2024 – 2025

- Three group companies had very different audiences: an SFC-licensed securities firm, a prop-trading fund (TheTradeFund) and a perpetual futures exchange (MC Markets). I built one brand system that gave each a clear position while keeping them recognisably one group.
- Led a team of 4 and introduced AI agents and a Jira-based workflow as AI tools emerged, helping the team deliver faster and more consistently.
- Created brand guidelines used by internal teams and partners, and produced the launch video and exhibition design for World of Trading (Germany) and iFX EXPO (Thailand).

POTODESIGN Founder & Lead Designer — 2023 – 2024

- Ran an independent design studio delivering brand, UI/UX and Webflow builds for Web3, fintech and lifestyle clients — including PancakeSwap, Alphanomics, HarmonyGroup, Konwlian, Ink & Dagger, KEMHOME, Sugarfish, Veritas and Shef's Edge.
- Designed and built interactive Webflow sites with 2D/3D animation, Lottie and custom code, from Figma components to responsive production builds.

BEAM+LAB Branding Manager — 2022 – 2023

- Led a small team to design a Hong Kong cinema and kung fu-inspired NFT collection, selling 300+ ETH.
- Worked with the product team to define brand strategy and motion storytelling for a Web3 platform creating virtual idols, across website, CMS and social.
- Directed UGC growth materials and IP world-building for the community.

CRYPTO.COM Multimedia Designer — 2020 – 2022

- Produced promotional and product videos for a global exchange: scripting, motion, editing, audio and multilingual subtitles.
- Designed campaign pages, NFT launch visuals and 3D card artwork, keeping products and campaigns within one brand system.

EARLIER Multimedia Designer, Prive Group, Homeasy — 2017 – 2019