Alvin Kuo (Kuo Tsz Lung)

Design Lead & Head of Design — Product, Brand & Creative Technology

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SUMMARY

Design Lead and Head of Design with 9+ years of cross-disciplinary leadership across product design, multi-brand architecture, and interactive motion systems for Web3 and fintech. Proven track record leading design teams and shipping commercial launches—including redesigning the Venus Protocol website and shipping new products that drove US$2B in TVL growth and attracted increased institutional interest. Combines strategic design leadership with hands-on front-end engineering (React, Next.js, TypeScript), 3D/motion pipelines, and AI workflows to ship interactive coded previews, brand systems, and production-ready digital experiences.

EXPERIENCE

Design Lead & Creative Technologist — Venus Protocol (Contracted through Binance) Oct 2025 – Present

Hong Kong / Remote

- **Website Redesign & Product Launches:** Led the end-to-end redesign and launch of the new Venus Protocol website and 8 core product releases—including Liquidity Hub, Vaults, Spoke Markets, and Isolation Mode—driving US$2B in protocol TVL growth and attracting increased inbound institutional interest.
- **Coded Interactive Previews & Brand Book:** Built live browser-based UI previews and a complete web-based Brand Book using React, Next.js, TypeScript, and GSAP alongside modular Figma design tokens—compressing release turnarounds to ~2 weeks and eliminating static handoff friction.
- **Design Systems & Brand Governance:** Directed visual identity and scalable design systems across product UI, web platforms, social channels (X, Telegram), character IP, and merchandise to maintain global cross-channel consistency.
- **3D & Motion Walkthroughs:** Created 3D product visuals, animated product walkthroughs, and technical explainers (Blender, After Effects) to strengthen user onboarding and community engagement.
- **TOKEN2049 Singapore Booth App:** Independently designed, engineered, and shipped an interactive event booth web experience (quiz, 3D card reveal, instant gift-draw engine) in 3 weeks using AI-assisted coding and Vercel deployment.

Brand Director — Magic Compass 2024 – 2025

Hong Kong

- **Multi-Brand Architecture:** Unified 3 distinct fintech subsidiaries—an SFC-licensed securities brokerage, TheTradeFund (prop trading), and MC Markets (perpetual futures)—into one cohesive multi-brand system while preserving distinct market positioning.
- **Team Leadership & AI Design Ops:** Managed a multidisciplinary team of 4 designers and instituted Jira-based agile workflows integrated with custom AI agents, cutting design revision cycles by 50% while maintaining strict brand quality.
- **Global Summits & Brand Guidelines:** Authored global corporate brand guidelines and directed launch keynotes, motion trailers, and physical spatial installations for major international expos including World of Trading (Germany) and iFX EXPO (Thailand).

Founder & Lead Designer — POTODESIGN 2023 – 2024

Hong Kong

- **Client Delivery at Scale:** Operated an independent creative studio delivering end-to-end brand strategy, UI/UX systems, and responsive web platforms for 12 international Web3 and fintech clients, including PancakeSwap and Alphanomics.
- **Interactive Production Engineering:** Converted modular Figma design systems directly into high-performance Webflow builds integrating custom JavaScript, Lottie, and 2D/3D animation pipelines.

Branding Manager — BEAM+LAB (Web3 Startup) 2022 – 2023

Hong Kong

- **Startup Creative Leadership:** Led brand direction and managed 1 direct-report designer at a Web3 startup, designing a Hong Kong cinema and martial-arts NFT collection that generated 300+ ETH in primary sales.
- **IP World-Building & Growth Campaigns:** Defined brand narrative, kinetic visual identity, web portals, CMS architecture, and high-velocity UGC campaigns for a Web3 virtual idol platform.

Multimedia Designer — Crypto.com 2020 – 2022

Hong Kong

- **Global Product Launch Media:** Produced dozens of product launch videos, promotional narratives, and multilingual motion assets for a tier-1 global cryptocurrency exchange.
- **Campaign & 3D Visuals:** Designed dynamic campaign landing pages, NFT drop visuals, and 3D digital card artwork under strict global brand systems.

SELECTED LIVE WORK & PORTFOLIO

Portfolio & Case Studies: https://potodesign.com — Featuring Venus Protocol, Magic Compass, and PancakeSwap case studies across product UI, brand systems, 3D motion, and interactive web builds.

Venus Protocol Website: https://venus.io — Full website redesign and production launch.

SKILLS

Design Leadership & Strategy: Design Strategy, Cross-functional Leadership, Design Systems, Design Ops, Stakeholder Alignment, Brand Architecture, Team Management & Mentoring, Agile & Jira

Product & Visual Design: Figma, UI/UX Design, Information Architecture, Wireframing & Prototyping, Responsive Web Design, Adobe Creative Suite, Webflow, Framer

Design-to-Code & 3D Motion: React, Next.js, TypeScript, JavaScript, HTML/CSS, Three.js, GSAP, GLSL, Vercel, Blender, Cinema 4D, After Effects, Unreal Engine 5

AI Workflows & Domain: Claude (Skills, MCP), AI Agents & Workflow Automation, AI-Assisted Coding, ChatGPT, Dreamina, Web3 / DeFi, Institutional & Retail Fintech

EDUCATION

Academic Exchange Program — Fudan University, Shanghai 2018

Bachelor of Business Administration — Federation University Australia 2012 – 2015

LANGUAGES

Cantonese (Native) · Mandarin (Fluent) · English (Professional)