

ALVIN KUO (KUO TSZ LUNG)

Design Lead & Creative Technologist

Web3 · Fintech · Hong Kong

Design Lead and Creative Technologist with 9+ years in design and 4+ years leading brand and product for Web3 and fintech, including Venus Protocol and Crypto.com. I use AI across the whole workflow — research, design, code, 3D and video — to take projects from idea to launch with the speed of a small team, and deliver on time. Led a lean team of 4 at Magic Compass. Co-founder of Aicowork, an AI-assisted creative platform.

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

- **Product launches:** Co-defined and designed 8 product launches with the PM team — including Liquidity Hub, Vaults, Spoke Markets and Isolation Mode — each designed in about 2 weeks, from drafts and responsive Figma screens to an animated testnet site, 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, built on a shared design system.
- **Brand & social:** Lead Venus’s visual identity across product, web, X, Telegram, campaigns, character IP and merch — 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:** Use Claude, AI agents and MCP across research, design, code, 3D and video. 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.

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

- Led a lean team of 4 across the group’s brands — MC Markets (SFC-licensed CFD broker), TheTradeFund (prop trading) and MC Group — building one brand system across all three.
- Worked with product managers to design landing pages and trading-platform UI for an RWA and Web 2.5 launch, plus a full brand and website redesign for TheTradeFund.
- 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