# Kristy Leung.

Product & Experience Designer

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## ABOUT

I have dedicated 3+ years to designing human-centered systems and tools for startups, enterprise companies, and nonprofits. It is my belief that inclusivity and kindness are keys to purposeful solutions.

## EDUCATION

**BA in Interactive Arts and Technology**
Simon Fraser University

Upper Division GPA of 3.73 out of 4.33
Co-op Education Award

## SKILLS

**Tools**
Adobe Illustrator, InDesign, Photoshop, Invision, Sketch, Figma, Principle, HTML5/CSS3

**Design**
Interface Design, Interaction Design, Prototyping, Information Architecture, UX Documentation,

**Research**
User Interviews, Heuristic Evaluation, Competitive analysis, Empathy mapping, Tree Testing

## PASSION PROJECTS

**The Colour Project — Designer**
2016-2019

- Provided strategic direction to create a safe and nurturing digital space for users to receive emotional support from volunteer listeners.

- Conducted case studies and user interviews to gather data and insights that help to define the best practices.

## EXPERIENCE

**Electronic Arts — Experience Designer**
Vancouver • August 2019 - Present

- Co-created the first set of UX documentation and feature guidelines to define cross-platform play for all EA game titles. This documentation encouraged numerous EA Game Studios to integrate the crossplay system into their titles.

- Co-designed a library of responsive and reusable UI components for TV.

**8it — User Experience Designer**
Vancouver • September 2018 - February 2019

- Gleaned insights from qualitative research on mobile behaviours to establish a product strategy for a food concierge app.

- Collaborated with Project Manager and developers to bring the design from concept to hand-off.

**Interaction Design Intern — Edenspiekermann**
Amsterdam • May - August 2018

- Conceptualized a lightweight and accessible designs with a cross disciplinary team to create a poaching prevention tool for United for Wildlife.

- Colloborated on a conceptual design for airport check-in that used biometric hardware and facial recognition at Amsterdam Airport Schipol.

**User Experience Design Intern — Visier**
Vancouver • January - December 2016

- Overhauled information design, visual design, user experience and front-end development of an internal data loading tool by producing 20+ sets of end to end mockups.

- Led a company-wide demo to display visual, behaviour and functional reconstruction of the data loading tool.