Kristy Leung

Product Designer

www.kristyleung.com
kristy.leung11@gmail.com
7789908337

EXPERIENCE

Electronic Arts — *Experience Designer*
AUGUST 2019 - PRESENT

Co-owned and established a crossplay experience system that allowed players on different devices and consoles to play together. This design system helped grow player engagement and defined cross-platform play principles for all EA games, including Apex Legends, Rocket Arena and Star Wars: Squadrons.

Co-designed a cross-platform design system for console and PC users. Its success resulted in leading a department wide presentation outlining the best practices to be adopted by other larger teams.

8it — *User Experience Designer*
SEPTEMBER 2018 - FEBRUARY 2019

Led qualitative research to support the team through a new product strategy and the development of a new roadmap. Used participatory design, diary study and interviewing methodologies to collect insights on how diners use digital services to choose a restaurant.

Shared research findings in weekly presentations to the team and facilitated discussions that helped foster a culture of user research across the team.

Edenspiekermann — *Interaction Designer*
MAY - AUGUST 2018

Collaborated on a poaching prevention tool for United for Wildlife. Ensured that this tool was lightweight and accessible for rangers patrolling rural areas with limited technological access. This project was highlighted by the Duke of Cambridge at the 2018 Illegal Wildlife Trade Conference.

Helped conceptualize an innovative method for airport check-in that used biometrics and facial recognition for Amsterdam Airport Schipol. This design helped build the foundation for the digital experience currently used by Cathay Pacific flyers today.

Visier — *User Experience Designer*
JANUARY - DECEMBER 2016

Optimized data loading time for engineers by reconstructing the information architecture of an internal data loading tool. Led a company-wide demo to guide engineers on the new system.

The Colour Project — *Experience Design Consultant*
2016 - 2019

Provided design guidance to support the organization's goal to create a safe and nurturing digital space for users seeking to receive emotional support.

ABOUT

I am a product designer who creates human-centered systems and tools for enterprise companies, startups, nonprofits and other organizations. It is my belief that inclusivity and kindness are keys to equitable, purposeful and courageous solutions.

SKILLS

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

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

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

EDUCATION

Simon Fraser University
BA in Interactive Arts and Technology
2012 - 2019