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HELLO, I'M

KYLE CHOONG

UI/UX DESIGNER



Kuala Lumpur, Malaysia



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ABOUT ME

Based in Kuala Lumpur, I'm a multi-disciplinary UI/UX designer equipped with wide range of skill sets. I have 6 years experience in designing commercial and corporate ads and front end web/app products, video editing, planning and executing marketing operations. Currently I am looking forward to further expand my front end development skillsets in designing and coding.

EDUCATION

Tunku Abdul Rahman College

Diploma of Multimedia Design

University Tunku Abdul Rahman

Bachelor Degree of Graphics and Multimedia Design

EXPERIENCE

ATQUEST SOLUTION SDN BHD

Web Designer/Operation Executive (2015-2028)

- Managing UI/UX design task to further improve user experience in corporate websites/apps, with Damacai, khazanah national, TNB, Maybank, and genting, corporate portals/Learning Management System.
- Brainstorming sessions with front end and backend developers on effective UI/UX solutions to suit client's requirement.
- Maintaining E-commerce Site such as www.tuck.com.sg and www.tuck.com.my a confectionary company in Malaysia/Singapore.
- UI/UX development and coordination with technical team for Mobile Payment application QBpay and website. www.qbpay.com.my an e-wallet payment gateway startup
- Updating Articles and information together with product inventory and pricing management utilizing Nopcommerce
- Operation execution and support for marketing campaigns such as events and roadshow.
- Carrying out User Testing , Bug compilation and Data gathering to enhance operation procedure and improve usability of Mobile App.
- Producing Video and animation production for online and offline marketing campaign with various brands such as Poh Kong, Nene Chicken, Jin Xuan Dim Sum Restaurants.

AFAB ASIA SDN BHD

Design Lead/Project Manager (2018-2020)

- Designing the UI/UX for the AFAB e-commerce fashion app.
- Designing the UI and updating the website content for www.afabasia.com
- Create promotional contents such as printing ads, online ads and promotional videos for company events.
- Testing and propose better UI/UX solution for AFAB Mobile APP.
- Planning Model and Fashion shoot and editing product pictures for AFAB App
- Coordinating communication between marketing and technical team on requirements for event campaigns.
- Coordinating and managing App content management system and inventory information.

COUNCIL OF ASEAN FASHION DESIGNERS (CAFD)

Design Lead (2018-2020)

- Designing UI for www.cafdasia.com
- Shooting and editing video production for promotional activities for the council.
- Preparing Marketing materials for CAFD Launching Events .

MY SKILLS

DESIGN & DEV

BRANDING	USER EXPERIENCE
USER INTERFACE	AGILE
PROTOTYPING	WIREFRAMING
USER FLOW	PROJECT MANAGEMENT

PROGRAMMING

HTML/CSS	EXPLORING JAVASCRIPT
GITHUB	WORDPRESS
WORDPRESS	EXPLORING VUE.JS
BOOTSTRAP	

SOFTWARE

ADOBE PHOTOSHOP	ADOBE ILLUSTRATOR
ADOBE AUDITION	ADOBE AFTER EFFECTS
ADOBE XD	ATOM
VISUAL CODE STUDIO	