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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**

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](http://www.tuck.com.sg) and [www.tuck.com.my](http://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](http://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](http://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](http://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	