

Leong Chee Seng

Work Experience

Freelance Product Designer September '19 - Present

- Redesigned McDonald's Kiosk Ordering System which is recognised by HUGE consultancy firm.
- Worked at revamping the UI/UX of a rewards app, Doripod.
- Created the 1st version of Design System for Alphaus Cloud which helps shorten the development time of features.
- Conducted User Interviews and Surveys with more than 10 people for tourism kiosks design in Malaysia.

Co Organiser & Designer August '19 - Present

Google Developer Group Cloud KL

- Participated in organising Cloud NEXT Extended KL '19 which had about 300 participants.
- Collaborated with core team in organising Cloud Devfest KL '19 which had over 100 participants; designed swags & marketing materials.

UX Designer May '18 - August '19

FutureLab

- Facilitated design studio sessions in the company to generate feature ideas for both FutureLab B2C and B2B platforms.
- Improved the structure of user research by creating user focus groups and user interview sessions.
- Set up and managed user engagement analytics tools, providing first insights into how users interact with FutureLab platform on both mobile and desktop.
- Designed FutureLab's Student Intervention Feature which is used by more than 5 INTI Campuses around Malaysia.

Founder & Designer December '17 - April '18

FutureHack 2018

- Founded the first beginners-only student hackathon in APU which attended by 60+ university student hackers around Malaysia.
- Led the FutureHack committee team of 10 people to bring the hackathon to reality in less than 6 months.
- Created illustrations, graphics, marketing collaterals and event swags.

Education

Diploma, Information Technology May '16 - May '18

Asia Pacific University of Innovation & Technology

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Design

Conducting Design Studios

User Personas Creation

Storyboarding

User Journey Mapping

UI Design

Style Guides/ Design Systems

Illustrating with Illustrator

Prototyping on InVision/Marvel

Usability Testing

Working with user engagement tools

Coding

HTML5/CSS3

Javascript

Vue.js

Github

Git

Other skills

Public Speaking

Tech/Design Community Building

Hackathon Organiser

Event Management

Notable Case Studies

McDonald's Kiosk Ordering Systems

Doripod Rewards App Redesign

Disaster Donate Map - a hackathon project

The Design & Development of My Portfolio