

# Leong Chee Seng



## Work Experience

### Freelance Product Designer September '19 - Present

- Redesigned McDonald's Kiosk Ordering System which is recognised by HUGE consultancy firm. Gave a talk on the redesign in Google Devfest KL 2019.

- Worked at revamping the UI/UX of a rewards app, Doripod.

- Revamped a multi-cloud cost management platform, Ripple. Gathered user research findings, created information architecture, wireframes. Worked closely with front-end developers to create a style guide for Ripple.

### 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