Leong Chee Seng

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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 on 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 have about 300 participants.

- Collaborated with core team in organising Cloud Devfest KL '19 which has over 100 participants and designed swags and 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 commitee 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

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