Leong Chee Seng

Freelance Product Designer

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EXPERIENCE

Product Designer (Contract) @ Alphaus Cloud

November 2019 - Present

- Created the company's 1st Design System with Figma through constant collaboration with the Engineering team.
- Helped shorten the time of designing and developing features with design system implementation by 40%.
- Lead design discussions with more than 4 people from engineering and sales remotely.

UX Designer @ FutureLab

May 2018 - August 2019

- 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 @ FutureHack 2018

December 2017 - April 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.

Junior Web Developer @ TRENDware

December 2015 - May 2016

- Ran design discussions with another developer, drew out wireframes and prototypes.
- Built 3 landing pages for 3 different companies.

EDUCATION

Asia Pacific University of Innovation & Technology

May 2016 - May 2018

Diploma, Information Technology

Interaction Design Foundation

September 2019 - March 2020

Certification, Human-Computer Interaction

SKILLS

Research

Competitor Analysis

SWOT Analysis

Feasibility/ Impact Analysis

User Personas Creation

User Journey Mapping

Design

Conducting Design Studios

UI Design

Style Guides

Design Systems

Usability Testing

Illustrations

Coding

HTML5/ CSS3

Javascript

Vue.js

Github

Git

COMMUNITIES INVOLVED

Figma User Group KL

GDG Cloud KL

Sketch Meetup KL

UM AppClub

APUSDS