Leong Chee Seng

UI/UX Designer

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EXPERIENCE

UI/UX Designer @ Xefino (Part-time)

September 2022 - March 2023

- Created the first design library for the MVP to increase the design's flexibility for change
- Reduced the number of video call meetings for design clarifications by 30%
- Collaborated with more than 8 engineers to come up with wireframes and user flows that contributed to a MVP that is feasible and user-centered

Associate UI/UX Designer @ Stampede Design

July 2020 - December 2022

Toro Timer web app
- Achieved 100 signups within 3 weeks for
- Converted 60% of early access signups to actual beta users
- Increased the users' engagement by 7% through effective engagement campaigns such as swag pack giveaway

VivaValet Benefactor Experience
- Managed the project timeline and resource allocations for a group of 10 designers
- Prepared and conducted UX research with around 10 elderlies remotely

cHEART, Digital Healthcare Application for Malaysians
- Lead the design team to set the foundational design style and direction for the other designers to use
- Made sure that each of my designs comes with a sound and delicate rationale with the right technical feasibility, user needs and scalability, ensuring the design is practical and sustainable for the long run

Overall
- Prepared and facilitated both virtual and physical design sprints for companies such as Intel, Petronas, Health Management International, VivaValet, etc. transforming business concepts to prototypes and final websites/MVPs

Product Designer (Contract) @ Alphaus Cloud

November 2019 - November 2020

- Decreased the time of designing and developing features with design system implementation by 40%
- Reduced the time taken to translate business goals to actual designs by 50% through collaboration to create user flows and information architecture visualisation with stakeholders

UX Designer @ FutureLab

May 2018 - August 2019

- Conducted design studio sessions to generate feature ideas for FutureLab B2C and B2B platforms
- Implemented and managed user engagement analytics tools for FutureLab platform on mobile and desktop
- Designed the Student Intervention Feature for 5 INTI Campuses across Malaysia in the FutureLab platform

SKILLS

User research

- Interview script writing
- Interview and note-taking
- Usability testing
- Data analysis and report writing
- Heuristic analysis

UI design

- Design library
- User flows
- Typography
- Illustration

Coding

- HTML5 and CSS3
- Vanilla Javascript
- Github
- Git

COMMUNITY BUILDING

Friends of Figma, KL

Community Advocate and Lead

Jan 2020 - Present

24 Hours of UX

Designer and Organiser

Feb 2022 - Present

SPEAKING AND TEACHING

"How to build prototypes in Figma" workshop

University of Malaya

September 2022

"UX for Cost Reduction"

Digital Penang

June 2022

"Designing with a Growth Mindset"

24 Hours of UX

June 2022

EDUCATION

Asia Pacific University of Innovation & Technology, Malaysia

May 2016 - May 2018

Diploma in Information Technology