

# Wing Tong Leong

SENIOR PRODUCT DESIGNER  
UX · MOBILE · DESIGN OPS

## CONTACT

- leongwingtong@gmail.com
- linkedin.com/in/wing-tong-leong/
- +65 9270 9783
- Singapore

## EDUCATION

**B.F.A., Art, Design & Media  
(Interactive Media)**  
Nanyang Technological University  
Second Class (Upper) Honours

**Diploma, Digital Media Design  
(Interaction Design)**  
Nanyang Polytechnic  
Merit · 4× Director's List (2010–2012)

## CERTIFICATIONS

- › Data-Driven Design: Quantitative Research for UX  
IxDF · Nov 2024
- › Mobile UX Design: The Beginner's Guide  
IxDF · Nov 2024
- › Mobile UI Design  
IxDF · Nov 2024
- › Membership Certificate  
Interaction Design Foundation · Feb 2024
- › EY Digital — Bronze  
EY · Jul 2020

## SKILLS

### // design

- Product Design
- UI/UX
- Mobile Interface
- User-Centered Design
- Wireframing
- Interaction Design

### // process

- Product Management
- Agile
- User Research
- Usability Testing
- Design Ops

### // tools

- Figma
- Adobe Illustrator
- jQuery
- MySQL

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SENIOR PRODUCT DESIGNER · UI/UX · MOBILE · DESIGN OPS

<b>10+</b> // YRS_EXPERIENCE	<b>4</b> // INDUSTRIES	<b>6</b> // CASE_STUDIES	<b>5</b> // CERTIFICATIONS
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Senior Product Designer with over 10 years of experience across F&B, FinTech (TCG), and digital transformation consultancy. Specialized in end-to-end product development, user-centered design, and driving design operations within Agile environments.

## // EXPERIENCE

### TCG Unite FINTECH · MOBILE · GAMING

Senior Product Designer

Jul 2024 – Oct 2025 · 1 yr 4 mos · Singapore · Hybrid / Contract

- Led the interface and experience design for a mobile Trading Card Game (TCG) app from the ground up.
- Managed both contract and full-time senior design responsibilities focused on mobile interface and UI design.

### A5tec (Feisiong Group Subsidiary) F&B · PRODUCT

Product Lead (Design)

Jan 2022 – Oct 2023 · 1 yr 10 mos · Singapore

- Drove the end-to-end product development lifecycle for digital F&B products.
- Collaborated with stakeholders to define product strategy and gather requirements.
- Designed low and high-fidelity screens based on user research.
- Implemented Agile methodologies, including regular sprint reviews and manual QA testing.
- Spearheaded Design Ops and educated cross-functional teams on Figma best practices.

### EY (Ernst & Young) CONSULTING · DIGITAL TRANSFORMATION

UI/UX Designer

Oct 2018 – Apr 2021 · 2 yrs 7 mos · Singapore · Hybrid

- Led UI/UX design for strategic accounts, facilitating digital transformation across various industries.
- Assisted in user research, including stakeholder interviews and workshops.

### Adelphi Digital (Acquired by EY) UCD · INTERACTION DESIGN

UI/UX Designer

Jan 2017 – Oct 2018 · 1 yr 10 mos · Singapore

- Focused on User-Centered Design and Interaction Design prior to the company's rebranding to EY Digital.

### Comwerks Interactive FRONT-END · DEVELOPMENT

Digital Developer

May 2013 – Aug 2013 · 4 mos · Singapore

- Assisted in front-end development for microsites, Flash applications, and EDMs.
- Managed content population for clients including Microsoft, 3M, Xbox, and Ponds.