

Wing Tong Leong

SENIOR PRODUCT DESIGNER
UX · MOBILE · DESIGN OPS

CONTACT

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- 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 · 4x 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-Centred Design
- Wireframing
- Interaction Design
- // process
 - Product Management
 - Agile
- User Research
- Usability Testing
- Design Ops
- // tools
 - Figma
 - Adobe Illustrator
 - jQuery
- MySQL

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10+

// YRS_EXPERIENCE

4

// INDUSTRIES

6

// CASE STUDIES

5

// CERTIFICATIONS

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 (Feisong 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-Centred 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.