

LONG GENG

UI/UX DESIGNER

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SKILLS

Tools

Adobe CS

Figma

Zeplin

Framer

Principle

Mockups

UX Methods

Wireframing

Persona

Storyboarding

Usability Testing

Experience Prototyping

Affinity Diagram

Info Architecture

Contextual Inquiry

Programming

HTML/CSS/JS

Bootstrap

WordPress/PHP

ReactJS

LESS/SCSS

Design

Product Redesign

Digital Design

Interaction Design

Visual Design

Branding Design

Publication Design

Languages

Mandarin

English

WORK EXPERIENCE

UI/UX Designer & Web Developer

November 2017 - Present

Desert Software

Leading the design for multiple mobile/web apps and websites. Delivering and testing design and prototype for Android, iOS and desktop. Working with PMs, developers and end-users to define and improve the features.

Designing digital content for promotional campaign and social media.

Participating in front-end development. Managing outsourcing development teams.

Achievements: Formed company branding design system from scratch.

Increased product sales and enhanced customer stickiness by providing new design and product prototypes. Optimized websites performance and increased page view. Increased hits from redesigned email campaign.

UI/UX Designer & Web Developer

May 2017 - October 2017

Umbrella Dementia Cafes

Brainstormed, researched and designed a multifunctional responsive website and optimized the dementia app. Created interactive prototypes of varying fidelity to test assumptions and concepts. Conducted experience research and user interviews and usability testing.

Achievements: Established the design system of the brand. Successfully promoted the website and mobile app and increased hits and attention among target audience.

UI/UX Designer & Front-end Developer

September 2016 - March 2017

Shengxiao Machinery

Supported both development team and design team in creating the web app and website. Designed interfaces and user experiences for web developers.

Created and usability tested wireframes and prototypes. Produced production design for advertising.

VOLUNTEER

UX Researcher & Designer

March 2017 - May 2017

Umbrella Dementia Cafes

Performed ideation, sketching and wireframing of a twinning mobile app.

Created interactive prototypes to test assumptions and concepts.

Conducted primary and secondary research, user interviews and usability testing.

EDUCATION

Monash University

July 2015 - June 2017

Master of Information Technology

Concentration in User Interface Design & Web Development

Award: Post Graduate Industry Experience Competition Winner 2017 iOS app "Remindr"- Twinning app with caring purpose for people living with dementia.