

# LONG GENG

# SENIOR UX/UI DESIGNER

## CONTACT

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## PORTFOLIO

long0423.github.io/Portfolio

## EDUCATION

### Monash University

Master of Information Technology  
(Web development & UI)  
Jul 2015 - May 2017

## SKILLS

### Prototyping tools

Sketch  
Figma  
Adobe XD  
InVision  
Framer  
Adobe CS

### UX methods

Wireframing  
Persona  
Storyboarding  
Usability testing  
Experience prototyping  
Affinity diagram  
Info architecture  
Contextual inquiry

### UI capabilities

Product design/re-design  
Visual design  
Interactive design  
Graphic design

### Programming languages

HTML/CSS/JavaScript  
ReactJS/VueJS  
Bootstrap/jQuery  
LESS/SCSS

## REFERENCES

References are available upon  
request

## SUMMARY

As a Senior UX/UI Designer with 7 years of experience, I excel in crafting user-centric web and mobile applications, blending design with front-end coding. At PwC, I've successfully led over 20 projects to completion with exceptional quality. My leadership in innovative UX/UI solutions and effective team collaboration drives exceptional project outcomes.

## WORK EXPERIENCE

### UX/UI Design Lead

*PwC Australia*

*Aug 2020 - Present*

- Successfully completed and managed the entire design process of multiple projects, including a star M&A product rated to potentially generate millions in revenue and scalable for use across different countries.
- Led the redesign of multiple PwC client portals, achieving a 20% increase in user engagement and satisfaction on average through user-centric design, delivering high-quality solutions aligned with business goals and user needs.
- Mentored junior designers and developers to utilise PwC branded design system, fostering a collaborative environment that enhanced team productivity by 15% and ensured successful project delivery.

### UX/UI Bootcamp Tutor

*Monash University*

*(Part-time) May 2022 - Nov 2022*

- Delivered comprehensive UX/UI design lessons, integrating theory with practical application using tools like Figma and Sketch.
- Provided one-on-one personalized mentorship and feedback, contributing to a 90% course satisfaction rate among students.
- Updated curriculum with the latest industry trends, fostering a collaborative learning environment that encouraged student growth and networking.

### Front End Developer & UX/UI Designer

*Desert Software*

*Nov 2017 - Aug 2020*

- Led the design of multiple mobile/web applications and websites for different clients, participated in front-end development, enhancing features through close collaboration and extensive testing with stakeholders.
- Established a comprehensive branding design system, redesigned company's website that improved product sales, customer engagement, website performance by over 50%.
- Designed digital content for marketing campaign and social media to boost visibility, and streamlined project execution by managing outsourced teams.

### Web Developer & UX/UI Designer

*Umbrella Dementia Cafes*

*May 2017 - Oct 2017*

- Designed and developed company's website and mobile app for dementia support and conducted user research to refine usability. Established a brand design system that boosted target audience visibility and engagement.

### Web Developer & UX/UI Designer

*Shengxiao Machinery*

*Sep 2016 - Mar 2017*

- Designed and developed UI components, wireframes and prototypes for company's website. Improved design handoff process and reducing development time by 20%.