

# Meiyee Loo

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artopialab.com/meiyee

## Skills

- UX research
  - Usability study, user research, information architecture (IA), competitive analysis
- UI design (responsive website & mobile app)
  - Wireframing, prototyping, storyboarding, writing, design system
- Visual design (digital & printed)
- Motion design & videos

## Tools & Knowledge

- Adobe Creative Clouds
  - XD, Photoshop, Illustrator, After Effects
- Sketch, Invision
- Figma
- Front end languages & frameworks
  - HTML, CSS, Tailwind, basic JavaScript

## Working Attitude

- Problem solving
- Multitasking
- Collaborative
- Detail-oriented
- Flexible to work in the office, or remotely

## Education

**Google UX Design Certificate** | Sept – Oct 2021

*Google*

**Bachelor of Communication** | Jun 2014 – Jan 2018

*Universiti Putra Malaysia*

## Working Experience

**Digital Designer** | Jun 2020 – Dec 2021

*Trinergy Digital*

I worked as an independent designer of the creative team in the fast-paced digital agency. My responsibility was to handle various clients' projects at the same time. I collaborated with project managers to work on design for websites, apps, emails, social media visuals, and printed collaterals, and to produce videos.

**Graphic Designer** | Jun 2019 – Mar 2020

*CRV Sdn Bhd (Carlo Rino)*

I was an in-house designer of Advertising and Promotions department in the company that sells female handbags and footwear. My main role was to deliver artworks that strongly reflect the brand identity across different platforms for online, indoor, and outdoor advertising. Closely liaised with printers, I solely managed and oversaw the seasonal poster installation of all boutiques in different states of Malaysia.

**Content Marketing Editor** | Apr 2018 – Jan 2019

*Travelog Malaysia*

As the only full-time editor in the travel startup, I was fully responsible for all marketing content. I had to plan, research, deliver English and Chinese copywriting, and search for attractive images to drive traffic from the company's blog and Facebook pages to its e-commerce site. Also, I solely managed email campaigns from the beginning to blasting and testing on different devices. Occasionally, I trained new interns.

## References

### Chris Wong

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### Joanne Thong

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### Joyce Chew

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