

Meiyee Loo

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Education

Sept – Oct 2021

Google UX Design Certificate
Google

Jun 2014 – Jan 2018

Bachelor of Communication
CGPA 3.816
Universiti Putra Malaysia

2012 – 2013

Sijil Tinggi Persekolahan Malaysia (STPM)
CGPA 3.33
SMK Cochrane

2007 – 2011

Sijil Pelajaran Malaysia (SPM)
Result 4A, 5B, 1C
SMK Cochrane Perkasa

Working Experience

Jan 2022 – Present

UI/UX Designer
eCloudvalley Digital Technology

- Set up the design workflow from scratch and improve it from time to time to fit the team and project need
- Prepare questionnaire and gather requirements from internal and external clients
- Define the design task scope and estimate timeline needed for every new project
- Perform background and competitor research
- Work on lo-fi wireframes to quickly structure the content layout and product functionality
- Create clean and appealing hi-fi mock ups with styles that match clients' brand guide
- Scale the interface content for responsive web design
- Create prototypes to allow previewing and interacting with the interface from different devices' view
- Create library with reusable components, typography, color palatte, and other style properties
- Add side notes to notify developers on screens with different situations or functions applied
- Discuss with stakeholders from time to time for alternative design solutions
- Document design versions and exportable resources so that both existing and new developers can stay on the same page
- Review juniors' work and give suggestions on Figma guides, file organising, references, and effective design solutions

Working Experience (Continued)

Jun 2020 – Dec 2021

Digital Designer

Trinergy Digital

- Collaborated with project managers to work on multiple projects simultaneously
- Delivered design for websites, apps, emails, social media content, logos, presentation, and packaging
- Utilized various software including Adobe Creative Clouds, Sketch, and Invision based on project needs
- Ideated on storyboard and produced videos
- Adapted any kind of design according to different needs and size adjustment

Jun 2019 – Mar 2020

Graphic Designer

CRV Sdn Bhd (Carlo Rino)

- Designed for sale campaigns and seasonal posters of all boutiques and counters in Malaysia
- Liaised with printers, and monitored installation timeline and progress
- Prepared documents, applied mall permission for poster installation, collected and delivered posters if necessary, and visited boutiques and counters to check on installation
- Adapted artwork into different sizes for digital and printed platforms
- Presented final artworks with mockups
- Designed for boutique window display, adjusted size measurement of props and stickers for different windows, and helped in props making

Apr 2018 – Jan 2019

Content Marketing Editor

Travelog Malaysia

- Produced all marketing content including Chinese and English copies, still and animated images, and videos to drive traffic from the company's blog and Facebook pages to its e-commerce site
- Planned and executed marketing campaigns, produced content, and performed testing across different devices before blasting emails
- Monitored company's blog by filtering and editing user-generated content to optimise the reading experience
- Attended events, dealt with clients, collected information for sponsored content, and performed photo and video shooting
- Cooperated with media partners and liaised with them to advertise campaigns
- Guided and monitored new interns to pick up editor's job

Sept 2017 – Jan 2018

Journalist (Intern)

One Publishing

- Travelled to various events and tours, captured photos, dealt with public relations or person-in-charges of other companies, and collected information for reporting or writing insightful travel reviews
- Wrote for short social media posts and magazine articles in Chinese
- Conducted thorough research for different topics, analysed useful information, and produced relevant infographics
- Conducted interviews with homestay representatives
- Translated English content into Chinese, and vice versa

Working Experience (Continued)

July 2015 – Feb 2018

Assistant (Part Time)

Kumon Education

- Monitored class flow and made sure students properly finish their tasks
 - Guided students if they had troubles completing their tasks
 - Trained students to become independent and active in self-study
 - Marked students' worksheets and test papers
 - Recorded the performance of every student
 - Prepared worksheets for students
 - Trained new assistants
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Skills

- UX research
 - Requirement gathering, background research, competitive analysis, information architecture (IA), usability test
 - UI design (websites & apps)
 - Wireframing, hi-fi mock ups, prototyping, design library, storyboarding, writing
 - Visual design (digital & printed)
 - Motion design & videos
 - Planning & documentary
 - Task scope definition, timeline estimation, design version control
 - Languages (written & spoken)
 - Chinese – Advanced
 - English – Good
 - Malay – Good
 - Japanese – Basic
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Tools & Knowledge

- Figma
 - Adobe Creative Clouds
 - XD, Photoshop, Illustrator, After Effects
 - Sketch, Invision
 - HTML, CSS, basic JavaScript
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Working Attitude

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