

Meiyee Loo



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meiyeeloo.github.io

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

Tools & Knowledge

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

Working Attitude

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

Working Experience

UI/UX Designer | Jan 2022 – Present

eCloudvalley Digital Technology

Being the first designer of the developer team, I am responsible to create and iterate the design workflow that fits the team and project need. My role usually involves gathering requirements, defining the task scope and timeline, background research, creating hi-fi mock ups and prototypes, discussing with stakeholders for new solutions, and reviewing juniors' work.

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.

Education

Google UX Design Certificate

Sept – Oct 2021

Google

Bachelor of Communication

Jun 2014 – Jan 2018

Universiti Putra Malaysia