



Meiye Loo 盧美儀

Self-Taught Product Designer solving complex UX puzzles and crafting impactful digital experiences since 2020. Fueled by curiosity, cats, and coffee—I thrive when challenges push both my skills and products to new heights.

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📍 Location [Kuala Lumpur, Malaysia](#)

Education

Bachelor of Communication
2018, UPM

Cert

Google Analytics Certification
2023, Google

Google UX Design Certificate
2021, Google

Skills & Tools

User research

- Google Analytics
- Datadog, MS Clarity
- Business & competitor study
- Internal interview

Sitemap, user flow

- Figjam, Xmind

Wireframe to prototype

- Figma
- Adobe CC
- Presentation

Staging review

- HTML & CSS inspection
- Web responsiveness

Documentation

- Confluence, Notion

Working experience

Senior Product Designer | G2G, OffGamers | 2023 Mar – Present

- Led the redesign of OffGamers e-commerce platform including data migrations, UX/UI improvements, and new features informed by competitor analysis, user feedback, and marketing research
- Designed scalable modules for the admin portal through stakeholder interviews, ensuring seamless integration with e-commerce functionality
- Collaborated cross-functionally with business, tech, and marketing teams to define requirements and align business goals with user needs
- Owned the entire design process from initial planning to final production:
 - Structured sitemaps and user flows for complex systems
 - Designed responsive mockups and validated with prototypes
 - Conducted staging reviews and proposed CSS/UX optimizations
 - Built and maintained scalable design systems

First Product Designer | eCloudvalley | 2022 Jan – 2022 Dec

- Pioneered the design workflow as the first designer in an agile tech team
- Gathered business requirements from clients, conducted competitor studies, and collaborated with engineers to overcome technical limitations
- Designed and iterated hi-fi mockups and interactive prototypes for SaaS and internal dashboards, incorporating client feedback to finalize solutions
- Reviewed junior designers' work to ensure quality and consistency

Digital Designer | Trinergy Digital | 2020 Jun – 2021 Dec

- Delivered comprehensive digital solutions including responsive websites, mobile apps, email campaigns, social media content, videos, and custom logos for banking, insurance, and automotive clients
- Collaborated with project managers to execute high-quality designs within tight deadlines
- Supported sister company Brandripe's launch through web design contributions and early-stage design services

Graphic Designer | Carlo Rino | 2019 Jun – 2020 Mar

- Designed brand-centric advertising artworks for digital, print, and outdoor media while managing nationwide boutique installations across Malaysia

Content Marketing Editor | Travelog Malaysia | 2018 Apr – 2019 Jan

- As sole editor, created all marketing content including copy and visuals for multiple digital platforms to drive e-commerce traffic while training interns