



# Meiyee Loo

I am a self-taught UXUI designer based in Kuala Lumpur. Besides cats and coffee, I love challenges that keep me growing.

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## Education

**Google Analytics Certification**  
2023, Google

**Google UX Design Certificate**  
2021, Google

**Bachelor of Communication**  
2018, UPM

## Skills

### Research & requirement gathering

- Google Analytics (GA)
- Business & competitor study
- Internal interview

### Ideation, sitemap & user flow

- Xmind, Figjam, ChatGPT

### Wireframe, mockups & prototyping

- Figma, Zeplin, InVision
- Adobe CC
- Presentation

### Staging review

- HTML & CSS inspection
- Web responsiveness

### Style guide documentation

## Working experience

### Senior UXUI Designer

Gamer2Gamer & OffGamers

2023 Mar – Current

In charge of revamping the whole UXUI of the commerce site, I often work closely with stakeholders from departments of Business Development, Technical, Marketing, and Design. Task scopes include sitemap, user flows, metrics monitoring, wireframing, prototyping, internal meetings and presentation, standardising styles, briefing developers and staging review.

### Senior UXUI Designer

eCloudvalley Digital Technology

2022 Jan – 2022 Dec

Being the first designer of the developer team, I was responsible for creating and improving the design workflow that fits the team and project needs. My role involved gathering requirements, background research, creating hi-fi mockups and prototypes, meeting with clients, and reviewing juniors' work.

### Digital Designer

Trinergy Digital

2020 Jun – 2021 Dec

As part of the agency's creative team, I multitasked and worked closely with project managers to provide our clients the best design solutions for various projects such as websites, apps, emails, social media visuals, and videos in a timely manner.

### Graphic Designer

Carlo Rino

2019 Jun – 2020 Mar

Working for the advertising department, my job was to deliver artworks that strongly reflect the brand identity across different platforms for online, indoor, and outdoor advertising. Closely liaising with printers and boutique staff, I was also responsible to manage and oversee the poster installation of all boutiques in different states of Malaysia.