Meiyee Loo

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

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Working experience

- 2023 Mar – Present
  Gamer2Gamer & OffGamers, Kuala Lumpur (Hybrid)

  ### Senior UXUI Designer
  In charge of revamping the whole UXUI of OffGamers, an e-commerce platform for gaming and lifestyle vouchers and top-ups, I often collaborate with stakeholders from Business Development, Technical, Marketing, and Design teams. Given our diverse user base—including buyers, suppliers, and admins—my key tasks involve simplifying the production UI despite complex product mechanisms, enhancing the evolving admin system, and improving the efficiency of product listings.

  #### Achievement
  - Increased OffGamers' sign-up success rate from an average of 58.5% to 72.5%
  - Created OffGamers' design library from scratch
  - Created a wireframe design library for UX/UI designers

- 2022 Jan – 2022 Dec
  eCloudvalley Digital Technology, Kuala Lumpur (Hybrid)

  ### Senior UXUI Designer
  As the first designer on the tech team, I took charge of establishing and refining a design workflow tailored to our team's and project's needs. Leveraging AWS infrastructure and services, we concentrated on developing both internal and client-facing SaaS applications, such as productivity tools for managing CDN, analysing TikTok campaign performance, booking expert time slots, and overseeing

industrial greenhouse gas management. For each project, I led the entire design process, from gathering requirements to demostrating prototypes to project owners.

- **2020 Jun – 2021 Dec**
Trinergy Digital, Petaling Jaya (Remote)

Digital Designer

As part of the agency's creative team, I multitasked and worked closely with project managers to deliver top-tier design solutions for our clients on time. My work spanned a variety of projects, including designing new e-commerce sites and landing pages, revamping banking websites, enhancing app features, launching new vehicle models online, running social media campaigns and ads, sending newsletters, producing marketing videos, creating company logos, and so on.

Achievement

- Awarded "Agency of the Year 2022, Most Effective Use – Specific Audience, Bronze" by Advertising+Marketing for Allianz 111 Motor Campaign
- Contributed to setting up Brandripe, the design subscription service by Trinergy

- **2019 Jun – 2020 Mar**
Carlo Rino, Kuala Lumpur

Graphic Designer

Working in the advertising department, my role was to create artwork that strongly reflected the brand identity across various platforms, including online, indoor, and outdoor advertising. Additionally, I worked closely with printers and boutique staff, managed budgets, and supervised the installation of posters for boutiques across multiple states in Malaysia.

- **Apr 2018 – Jan 2019**
Travelog Malaysia, Kuala Lumpur

Content Marketing Editor

As the sole full-time editor at the travel startup, I was responsible for all marketing content. My duties included planning, researching, and producing English and Chinese copy, as well as sourcing appealing images to drive traffic from the company's blog and Facebook pages to its e-commerce site. I also managed weekly email campaigns from start to finish, including writing HTML and CSS, and testing on various devices. Occasionally, I also trained new interns.

Achievement

- Managed content for the MATTA Fair campaign and increased sales by approximately 30% compared to the previous month

Education & Certifications

- **Google Analytics Certification**
  Google | Nov 2023

- **Google UX Design Certification**
  Google | Oct 2021

- **Bachelor of Communication**
  Universiti Putra Malaysia | Sep 2014 – Jan 2018

Skills & Tools

- **Research**
  Data analytics   *— Google Analytics*
  Session recording   *— Datadog, Microsoft Clarity*
  Business & competitor study
  Internal interview, requirements gathering

- **Information architecture**
  Sitemap, user flow   *— Xmind, Figjam*

- **Design**
  Wireframe, mockup   *— Figma*
  Prototype   *— Figma, Zeplin, Invision*
  Design system
  Documentation   *— Notion*
  Graphic design   *— Adobe CC*

- **Collaboration**
  Presentation to stakeholders
  Handover to developers
  Staging & UAT testing   *— Inspect HTML/CSS*

Languages

- **English**   Professional
- **Chinese**   Native
- **Malay**   Professional