



VICTOR LEUNG

UX/UI Consultant

PROFILE

UX/UI designer focused on creating practical, engaging designs for mobile, desktop and smart devices. I design to bridge the disconnect between consumers and products. I'm motivated by the challenge of bringing technology to more people. User Experience has allowed me to impact people worldwide.

SKILLS

- Card Sorting
- HTML5/CSS3
- Marketing
- Web Design
- Journey Maps
- Prototyping
- Wireframes
- User Personas
- User Testing

TOOLS

- Figma
- Balsamiq
- Illustrator
- Adobe XD
- Photoshop
- InVision
- Google Forms
- Davinci Resolve

CONTACT DETAILS:

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EMPLOYMENT HISTORY

Victor's UX Design

UI/UX CONSULTANT, 2030 -CURRENT

Experienced product designer with expertise in multi-faceted human centered design. My focus is on improving product and customer experiences through all platforms.

Industries of expertise: Finance, Recreation, Retail Chains, Learning Institutions, and Sport Tourism.

Nike

SENIOR UX/UI DESIGNER, 2025 - 2028

Grew Nike's brand on creating human centered design, that are accessible, intuitive, and easy-to use products that connect planners to our consumers. By understanding the role and workflow of my business partners, their systems, resources, toolsets, I have created a consumer-driven focus that help redefined their relationships with data and analytics to drive business results.

LuluLemon

JUNIOR UX/UI DESIGNER, 2022 - 2025

By creating simple, intuitive, useful are small words that made a huge impact on creating new kinds of ecommerce & web experience and translating requirements into usable designs.

ACADEMIC HISTORY

CareerFoundry

CERTIFICATE IN USER EXPERIENCE DESIGN, 2020 - 2021

A 10-month intensive course for UX designers, specializing in UX fundamentals and methodology, data and research-driven approaches to design, as well as prototyping, wireframing and website optimization.

Mount Royal University

BACHELOR OF HEALTH AND PHYSICAL EDUCATION, 2013 - 2018

*Major: Sport and Recreation Management
Minor: Business
3.68 GPA*

HOBBIES & INTERESTS

- Working out and staying active
- Barbering
- Video editing and making skits
- Playing acoustic guitar
- Writing Poetry

Case Studies

Nike - Product Designer

Goal : Create an easily accessible and intuitive design your own sneaker brand through their ecommerce website with sales representative for support to help answer any questions or concerns.

Process: Our team will interview previous customers about their experiences on purchasing Nike ID sneakers and focus on the pain points they had from past purchases and delivery of their product. Heavy research is included on looking at our direct competitors on how they support their customer journey and experiences. After wireframes and prototyping phase is completed, we will conduct a final usability testing with customers in stores and online to further expand areas that needs improvement. As we expand our custom sneaker design platform we can update and make it more accessible and build on each process to further improve the relationship between customers and Nike.

Outcome: A 30% increase in customer purchasing Nike ID, increase on product delivery times, and overall decrease 20% in customer phone calls inquiring usability and being able to purchase with ease.

Case Studies

NBA Toronto Raptors - UX Designer

Goal : Create an enjoyable responsive NBA website for fans that uses the app or website. Their current website is overfilled with content such as news stories, videos, galleries, and a scoreboard of the games on that particular day.

Process:

Research portion is integral to help understand what users need for this redesign project. This includes what content is most important to users, whether they're on desktop or mobile. By decluttering the mass amounts of content on the main page it came with a strong sense of hierarchy.

Outcome: By reorganizing the content of the app and refocus on what the user wants through a hierarchy that users use the most on mobile or desktop. Client should see a steady climb of new users due to the ease of navigation around the app and create more prioritized and comprehensive experience for the user.

Case Studies

LivNorth - UX Designer

Goal : Create an easy to use point of sale platform for Account Managers working in fitness facilities.

Process:

Gather Managers to understand their pain points on the current point of sale system. Ask them open ended questions and focus on their behavior than attitudes. Then Re-design the user flow and making sure it's more accessible and intuitive than before. Than put the product into wireframes and prototypes on desktop for manager to better manage their sites. As well conduct user research on the members at the site and create a responsive portal for members to access fitness content virtually through their mobile app or desktop to sign up and attend virtual classes or pre-recorded content.

Outcome: Increase membership registration by 20% in sales and selling virtual group fitness classes to grow and expand to new markets and inviting new styles of fitness instructors.

Case Studies

Flight Centre - UX Designer

Goal : Create interaction between users and travel destinations. We thought the idea of adding an "spontaneous trip" feature on the website. With this feature users can receive a discounted travel trip with provided information through a partnership with LonelyPlanet.

Process:

Gather data from travelers on their nice to knows and need to know. Learn about their reasons for travelling and better match them with a destination that may or may not be on their list. By creating a filter system on the landing page they can create a destination with experiences they may not have intended but glad they went through with the travel trip. Therefore expose them to another side of travelling for them.

Outcome: Save on lost revenue on flights that could not fill their seats while providing an unique user experience for customers.

DESIGN PROFILE: RANKING

ExS =

IxD =

Steps to continue education:

1. Finish CareerFoundry
2. Follow UX/ Blogs and Articles
3. Youtube UX TedTalks
4. Take specialization course
5. Read more UX Books

UR =

IA =

● Current

● Future

● Emphasis

