

# Jack Leong

Senior UI/UX Designer | Visual Design Specialist

✉ San Mateo, CA | 🌐 [jackfolio.com](http://jackfolio.com) | 📩 [keigorjai@gmail.com](mailto:keigorjai@gmail.com) | ☎ 650-942 4004 |



## PROFILE

Senior UI/UX Designer with 10+ years of experience building scalable, user-centered digital products across web and mobile. Skilled in design systems, responsive UI, visual identity, and data-driven decision making.

## EXPERIENCE

### Senior UX/UI Designer – Psync (iHealth Group), Sunnyvale, CA, USA

Jan 2024 - Present

- Designed and optimized websites across Psync & iHealth using Hotjar insights, surveys, and stakeholder feedback.
- Built responsive web/mobile prototypes and collaborated closely with development teams in China.
- Established a scalable brand system and visual guidelines used across campaigns and product launches.
- Created digital campaign visuals, seasonal marketing assets, and social content (IG, FB, LinkedIn).
- Developed UX content strategies to highlight product features and improve user engagement across platforms.

### UX/UI & Visual Designer (Freelance) – Lovart AI, Remote / Mountain View, CA, USA

Sep 2025 - Jan 2026

- Led landing page and brand identity design for an AI-powered creative platform, supporting early-stage growth and user acquisition.
- Designed campaign-ready social media banners, newsletters, and paid media assets across multiple formats.
- Collaborated directly with the co-founder to define visual direction, messaging hierarchy, and design system foundations.

### Senior Visual Designer | UX/UI Design Specialist – VAVA, San Jose, CA, USA

Apr 2021 - Jan 2024

- Conducted UX audits and redesigned VAVA's website architecture, improving conversion and user flow.
- Designed user journeys, wireframes, and responsive prototypes based on customer insights.
- Rebuilt Indiegogo product pages, contributing to an \$8.78M crowdfunding campaign.
- Partnered with ops and marketing teams to align brand storytelling with UI/UX visuals.

### Senior Visual Designer – K&L Inc., Hong Kong

Aug 2009 - Sep 2020

- Led client-facing design projects (Nikon, Orbis), producing marketing visuals and web content.
- Managed timelines and delivered POCs for multi-region campaigns.

## EDUCATION & SKILLS

**Tools:** Figma, Adobe Creative Suite, Miro, WordPress, Elementor, Asana

**Focus:** UI/UX Design, Responsive Web, Prototypes, Wireframes, Design Systems

**Languages:** English, Cantonese, Mandarin

**Certification:** Google UX Design Certificate

**Education:** B.A. Industrial Arts – San Francisco State University