

Jack Leong

Senior UI/UX Designer | Visual Design Specialist

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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. Fluent in English, Cantonese, and Mandarin.

EXPERIENCE

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.

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.

UX/UI Designer (Freelance) – Hack Chinese, Remote / Hong Kong

Sep 2019 - Jan 2021

- Designed iOS/Android UI for language-learning apps using Figma and modular design systems.
- Conducted user research and produced user flows, wireframes, and prototypes.
- Worked with developers to meet App Store guidelines and enhance overall usability and user experience.

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, Slack

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