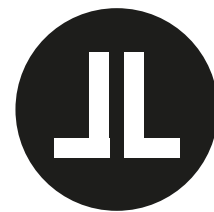


# Jack Leong

650-942-4004 • keigorjai@gmail.com • www.linkedin.com/in/jackfolio  
Portfolio: [jackfolio.com](http://jackfolio.com)



## EXPERIENCE

**Senior Visual Designer | UX/UI Design Specialist (Full time)** – VAVA, On site / CA, USA **Apr 2021 - Present**

- Led the development and maintenance of comprehensive brand identities for multiple company brands.
- Develop wireframes and prototypes around customer needs.
- Conducted in-depth UX reviews on the VAVA website for desktop/mobile, optimizing information architecture, accessibility, user flows, and user interface.
- Brainstorm with operation and marketing strategists to bring core narratives to concept.
- Conducted UX reviews and redesigned the VAVA landing page, boosting sales KPI and ensuring design alignment with the established design system.
- Campaign Key visual execution: Visualize the core concept, develop the key visual and the related visual assets, using Figma, Photoshop, Illustrator, Keynotes and more, contribute visual guidelines.
- Rebuilt the Indiegogo crowdfunding landing page, contributing to a fundraising success of 8.78M US dollars for a new product launch last year.

**UX/UI Designer (Freelance)** – Hack Chinese, Remote / Hong Kong **Sep 2019 - Jan 2021**

- Partnered with the CEO on creating a language learning apps to help people effectively learn Mandarin.
- Identified user personas after conducting user research with target audience. Wireframed the user experience and created initial UI components in Figma to serve as the basis for the entire iOS and Android applications.
- Created design system, layout, components for each section, lo-fi and hi-fi protoptye.
- Partnered with 3rd party developers to understand development pain points and provide feedback to meet App Store's UI and technical guidelines.

**Sr Visual Desginer (Full time)**, K&L Inc. (Headquarters in Japan), On Site / Hong Kong **Aug 2009 - Sep 2020**

- Communicated with client and determine the overall style for each project.
- Responsible for the design POC (Proof of concept) on multiple projects.
- Set expectations, define the goal, assign roles, and drive the project with design team.
- Drove designers from different teams to share design documents with stakeholders, implemented the new workflow, contribute new ways of making and thinking.
- Developed design guidelines to modify each project.
- Prepared all marketing and promotion materials for **Nikon** (etc. flyers, poster, brochures, web, and social media).

**Graphic Desginer (Full time)**, CULT Media HK Ltd., On site / Hong Kong **Jun 2004 - Aug 2009**

- Graphic and layout design for the 64 pages monthly magazine from front cover to back cover.
- Organized and retouch photos.
- Designed marketing material for project and event. (etc. Sony fair, Apple back to school program, coka-cola and Starbucks sampling).

## EDUCATION & SKILLS

**Google UX Certificate** (All 7 courses completed)

**San Franncisco State University**, Industrial Arts

**Tools:** Adobe Creative Suite, Adobe PS, AI, ID, XD, Figma, Elementor, Wordpress, Wix, Asana, Miro, Slack

**Languages:** English, Cantonese, Mandarin