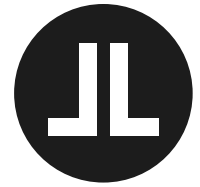


Jack Leong

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EXPERIENCE

Senior Visual Designer | UX/UI Design Specialist – Psync, Sunnyvale, CA, USA

Jan 2024 - Present

- Designed and refined the UI/UX for the company webpage, incorporating feedback from consumer surveys, stakeholder input, and user behavior analysis via Hotjar.
- Created responsive Lo-fi / Hi-fi prototypes, collaborating with a development team in China to implement designs.
- Developed promotional and social media banners for seasonal campaigns, sales, and key product features.
- Analyzed user behavior to craft targeted posts that highlight product benefits.
- Created a comprehensive brand book and guidelines, covering brand logo, colors, typography, and identity usage, ensuring design consistency across all platforms.

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

Apr 2021 - Jan 2024

- Led brand identity development and maintenance across multiple company brands.
- Designed wireframes and prototypes centered on customer needs.
- Conducted UX/UI reviews for VAVA's website, enhancing architecture, accessibility, user flows, and interface.
- Collaborated with operations and marketing to translate core narratives into compelling visuals.
- Redesigned VAVA landing pages, significantly boosting sales KPIs.
- Visualized key campaign concepts and created supporting assets using Figma, Photoshop, and Illustrator.
- Rebuilt Indiegogo crowdfunding page, contributing to a \$8.78M fundraising success.

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

Sep 2019 - Jan 2021

- Partnered with the CEO to design a language learning app, improving Mandarin learning efficiency.
- Conducted user research, defined personas, and developed initial UI components in Figma for iOS and Android.
- Created a cohesive design system and high-fidelity prototypes.
- Collaborated with developers to ensure UI/UX compliance with App Store guidelines.

Sr Visual Designer – K&L Inc., Hong Kong

Aug 2009 - Sep 2020

- Determined overall style and direction for projects in collaboration with clients.
- Managed design POCs and led a cross-functional design team to achieve project goals.
- Developed and implemented design guidelines, enhancing project outcomes.
- Created marketing and promotional materials for major clients, including Nikon.

Graphic Designer, CULT Media HK Ltd., On site / Hong Kong

Jun 2004 - Aug 2009

- Designed and produced a 64-page monthly magazine, including cover-to-cover layouts.
- Managed photo organization and retouching.
- Developed marketing materials for events and promotions, including Sony and Apple campaigns.

EDUCATION & SKILLS

Google UX Certificate (All 7 courses completed)

San Francisco State University, Industrial Arts

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

Languages: English, Cantonese, Mandarin