

Kuong Iy Seng

Product Designer

A creative and user-centered Product Designer with experience in front-end development. Skilled in visual designs, user research and design system. I am confident in my ability to quickly adapt to new technology and my ability to work with cross-functional teams including developers, business analyst, product managers and stakeholders to deliver impactful solutions.

EXPERIENCE

Product Designer

WithYouWithMe — May 2024 - Current

- Led the UI/UX design of the skill assessment page that increased user engagement by more than 40%.
- Revamped the product's training module which resulted in a 250% increase in completion rate.
- Solely responsible for maintaining, updating and creating a flexible system that can be seamlessly used across multiple projects.

Product Designer

FinClear — May 2023 - Nov 2023

- Worked closely with the head of design to redesign the onboarding process which led to a 35% increase in user completion rate and a 20% reduction in onboarding time.
- Created multiple components in the design system that were vastly used by multiple designers across multiple products.
- Supported the design lead with user research to validate our research hypothesis and translate insights into design recommendations.

UI / UX Designer / Web Team Lead

Advisable — Sep 2021 - Apr 2023

- Designed and signed off more than 15 websites for various industries.
- Worked collaboratively with different stakeholders to consult & develop tailored solutions for users.
- Produced high-quality UI/UX design solutions through wireframes, flow diagrams, visual design, prototypes and design systems specific to each project.
- Built the company web process from onboarding to final site launches.

Release Support/API Developer

Westpac Group — Apr 2021 - Sep 2021

- Managing rapid prototyping efforts with new and emerging technologies leveraging agile development techniques.
- Assist in the creation, documentation and improvement of enterprise integration strategy, architecture and standards.
- Scheduling, organising and deploying releases of project deliverables and release life cycle.

Graduate Developer

Westpac Group — Nov 2019 - Apr 2021

- Developing, deploying and maintaining new functionalities in the service platform system.
- Assist in the management of infrastructure assets, the creation of technical documentation and provide reports to management.
- Working on deployment, installation, and configuration of software releases
- Developing new and updated SQL data extracts to meet new requirements from users

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SKILLS

Design: User Centric Design, UX Research, Design System, User Flow, Wireframes, Visual Communication, Prototyping

Tools: Figma, Adobe XD, Photoshop, Shopify, Wordpress, VS Code, Confluence, Jira, Monday, Notion, Whimsical, Miro

Code: HTML, CSS, JavaScript, ES6, jQuery, Java, MSSQL, Version control, Web Accessibility, SEO

Soft Skills: Critical Thinking, Problem-Solver, Communication skills, Creativity, Fast learner, Detailed-Oriented, Team Player, Time Management

EDUCATION

Bachelor of Information Communications And Technology

Western Sydney University 2015 - 2018

Practical User Research & Strategy

Designcourse 2023

Web Design: Becoming a Professional

Flux Academy 2022

A Comprehensive Approach to UI Design

Designcourse 2022

The Foundation of Communication

Stage Academy 2022

The Ultimate Figma Masterclass

The Designership 2021

VOLUNTEERING

Digital Programs

ACBN 2019

GoIT Girls

Tata Consultancy Services 2019