

Creating intuitive product that align with business objectives while satisfying user needs.

EXPERIENCES

UX Designer | GBG (Malaysia)

Dec 2021 – Present

- Led the redesign of existing products (SaaS), enhancing user experience and productivity by creating a new design library/system
- Identified product gaps and implemented UX solutions, to increase in user satisfaction and engagement.

UIUX Manager | TOGL Technology

Sep2021 – Dec 2021

- Led implementation of a unified design system for consistent app UX.
- Mentored team on design language and material guidelines.
- Oversaw and enhanced the overall UX strategy and execution for the app.

UIUX Manager | Razer Gold Malaysia

Jul 2020 – Sep 2021

- Collaborated closely with product owners and stakeholders to align design strategy with business goals.
- Led ideation and design of innovative features to solve complex user and product challenges.
- Oversaw and improved overall user experience across product features and workflows.

Senior UIUX Designer | Boost eWallet @ Axiata Digital

Jan 2019 – Jul 2020

- Conducted user research and testing, improving user satisfaction rates by understanding user needs and experiences.
- Collaborated with product owners and stakeholders, leading UX workshops and presentations to ensure alignment and successful project outcomes.

Digital / UIUX Designer | joeyyin.com

Jul 2016 – Feb 2019

- Collaborated with clients to align project goals with user and business needs.
- Presented innovative user flows and design solutions to enhance client satisfaction.
- Delivered clear progress updates to ensure transparency and stakeholder engagement.

Digital Designer | Wholegrain Digital, London

Jun 2014 – Mar 2016

- Managed client relationships during the design phase to ensure alignment with UX/UI goals.
- Delivered creative design solutions to address digital design challenges and enhance user experience.
- Identified and resolved UX/UI issues to meet usability standards and project requirements.

EDUCATION

MA Design for Digital Media

University of Portsmouth, UK
2016 – 2017

BSc (HONS) Digital Media

University of Portsmouth, UK
2013 – 2016

Diploma in Multimedia Design

The One Academy Penang, Malaysia
2010 – 2012

COMPETENCY

Project Management
UX/UI Design
Team Management
Wireframing
Prototyping
Sketching
Design Research
Presentation / Communication Skill
Design System

TOOLS

Photoshop
Illustrator
Adobe XD
Sketch
Figma

LANGUAGE

English
Mandarin
Cantonese
Malay
HTML / CSS