Kuong Iy Seng

Product Designer

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WORK EXPERIENCE

WithYouWithMe, Product Designer

May 2024 - Mar 2025

- Led the design of the Development Plan Dashboard, resulting in a 40%+ increase in user engagement.
- Developed a modular design system that accelerated development, ensured consistent accessibility and responsive standards and supported multiple products.
- Collaborated cross-functionally with Product Owner, Developers and marketing team to prioritise features, solve pain points and drive product from concept to launch.

FinClear, Product Designer

May 2023 - Nov 2023

- Collaborated with the Head of Design to redesign the onboarding process, resulting in a 35% increase in user sign-ups and a reduction in onboarding time.
- Designed and developed reusable components for the design system, widely adopted by designers across multiple teams, increasing productivity.
- Conducted user research to validate hypotheses and translated insights into actionable design solutions, supported data-driven product decisions.

AdVisible, Web Team Lead & UI/UX Designer

Sept 2021 - Apr 2023

- Built and streamlined the company's web process from onboarding to launch, implementing strategic design and operational improvements that helped turn the team into a net positive outcome.
- Designed 15+ websites across diverse industries, delivering user-centric and impactful digital experiences.
- Collaborated with clients to consult and develop customisable solutions tailored to their user needs and business goals.

Westpac Group, Release Support & API Developer

Apr 2021 - Sept 2021

Westpac Group, Graduate Developer

Nov 2019 - Apr 2021

SKILLS

Interactive Design
Visual Design
Design Systems
User Research
Atomic Design
Figma
HTML + CSS
Problem Solving & Critical Thinking
Project Management & Prioritisation
Agile/Scrum Methodology

EDUCATION

Bachelor of Information Communication & Technology
Western Sydney University
2015 - 2018

Practical User Research & Strategy
Designership
2023

Web Design: Becoming a Professional
Flux Academy
2023

The Ultimate Figma Masterclass
Designership
2022