

# Kuong Iy Seng

## UI UX Designer

Eager and passionate UI/UX designer with a background in front-end development that enjoys turning problems into simple solutions. I strive to meet user needs and behaviours while balancing them with business goals. I am confident with my ability to quickly adapt to new technology, empathising with users and bringing ideas to table.

## EXPERIENCE

### UI Designer

*FinClear — May 2023 - Nov 2023*

- Producing high-quality UI/UX design solutions through wireframes, flow diagrams, storyboards, visual design and prototypes.
- Working collaboratively with stakeholders to consult & develop tailored solutions for the platform.
- Participate in design critiques and support other designers in the team.
- Create innovative user experience that are accessible and inclusive.
- Work closely with the Design team leads to execute the creative vision.

### UI / UX Designer

*Advisable — Sep 2021 - Apr 2023*

- Producing high-quality UI/UX design solutions through wireframes, flow diagrams, storyboards, site maps, visual design and prototypes.
- Testing UI elements such as CTAs, banners, page layouts, page designs, page flows, and target links for landing pages.
- Working collaboratively with different stakeholders to consult & develop tailored solutions for users.
- Adhering to style standards in typography, visual hierarchy and changing them based on user feedback.
- Managed a team of 5 members. Designed and signed off 15+ websites for a variety of industries.
- Building the company web process from onboarding to final site launches.
- Create multiple design systems specific to each project.

### 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, organizing and deploying releases of project deliverables and release life cycle.
- Maintain documentation related to procedures on build and release, various notifications lists, and dependencies.

### 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

### UX / UI Designer + Front End Developer

*Parramatta Park Trust (Intern) — Jul 2017 - Nov 2017*

- Gathered business requirements through analysis of existing systems and discussion with the Parramatta Park Ranger.
- Design User Interfaces and Onboarding experience.
- Implementing a variety of research strategies and client interviews.
- Implementing the designs using HTML, CSS and JavaScript

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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, Webflow, VS Code, Confluence, Jira, Monday, Notion, Whimsical, Miro

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

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

## 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