

# Leon Heng

A UX designer with experience in graphics designing & project management in events companies. I am accustomed to a fast-paced, deadline-driven environment, managing multiple projects concurrently & responsible for designing functional yet aesthetically pleasing projects. Coming from the ever-changing events industry, I specialize in creating solutions that are practical, fast & straightforward to match the users' current needs. After formally learning UX, I have acquired the skills of the design thinking process in the tech industry & I hope to be able to create a positive impact on people's lives & experiences by making life a little simpler.

## UI/UX Project Experience

### User Experience Design Graduate

General Assembly

Apr 2021 - Jul 2021

### Discovering Bravely - Pro-bono Client Mobile App Onboarding Redesign

UI/UX Designer

- Designed a new onboarding flow for Bravely, a mobile app that aims to provide various tools to help their users better understand their mental health
- Revamped the onboarding process to provide new users the freedom to learn the app on their own terms
- Redesigned the existing UI & Mobile App to align business & user goals & needs
- Validated the revised onboarding flow through usability testing

### LinkedIn Reimagined - Website & App Redesign

UX Researcher & Mobile UI/UX Design Lead

- Enhanced LinkedIn's job searching process to create a holistic experience, through improved information architecture, homepage redesign, & increasing the awareness of the users on the self-upgrading features provided by LinkedIn.
- Conducted user research, business & competitive analysis, heuristic analysis & usability testing to understand user & business goals, as well as to evaluate existing touchpoints.
- Revised user flows, mid-fidelity mobile app screens & interactive prototype to streamline user experiences using Figma

## Work Experience

### Events Designer / Desktop Publisher

A Media Print Pte Ltd

Feb 2018 - Jan 2021

- Worked closely with clients and their stakeholders to ensure that their graphic requirements are achieved and the projects are smoothly executed.
- Trained 2 designers and 2 project executives to run projects independently within 1 year, contributing to the expansion of the team.
- Successfully completed more than 20 projects local and overseas projects as a Designer and Project Lead on planning and execution.

Notable Projects Involvement:

- The Macallan Experience @ Raffles Hotel (October 2020 - Jan 2021)
- Judicial Heritage Gallery (November - December 2019)
- BMW Fest SG 2019

### Project Executive

A Media Print Pte Ltd

Apr 2017 - Feb 2018

- Managed 3-4 groups of stakeholders and their clients in the various projects, to ensure projects are delivered smoothly and on schedule.
- Completed 10 projects locally as a Project Executive within a year of joining the company
- Negotiating for the best terms & conditions, before proceeding with the production of their deliverable requirements.
- Kickstarted and developed the signage/acrylic department in order to widen the company's product range.

Notable Projects Involvement:

- Singapore Grand Prix: Singapore F1 (2017)
- Tax Free World Association (2017 - 2019)

## Contact



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UI/UX Portfolio

www.leonh-designs.com



LinkedIn

www.linkedin.com/in/leonheng

## Education

### User Experience Design Immersive

General Assembly, Singapore

Apr - Jul 2021

### BSc (Hons) | International Tourism & Hospitality Management

University of Sunderland, UK

2013 - 2016

### Diploma | Digital Media Design

Nanyang Polytechnic, Singapore

2007 - 2009

## Qualifications

### Scrum Alliance (2021)

Certified Scrum Master

(CSM) Certification ID: 1436004

## Skills, Tools & Tech

- Adobe Photoshop
- Adobe Illustrator
- Figma
- UX Design
- UI Design
- Rapid Prototyping
- Usability Testing
- User Research
- User Personas
- Wireframing
- Critical Thinking
- Detail Oriented
- Design Thinking