

Eva, Yi Man Leung

Senior Product Designer (UX/UI)

Design innovative and user centred digital products for tech and start-ups businesses.

Skills

- + 7 years** **Digital Product Design**
Mobile apps, responsive websites
- + 4 years** **Digital Marketing Design**
Campaign, email, banners, animation, CRM, social media

Languages

- English - Fluent
- Cantonese - Native
- Mandarin - Fluent

80%

Collaboration Time

Communicate project requirements, business goals, design process, product vision, user insights with stakeholders, senior leadership, researcher, designers, copy writers, developers and more.

50%

User Interface (UI) Design

Mobile apps, tablet apps (iOS and Android) and website design, prototyping, design system.

50%

User Experience (UX) Design

Conducting research, user interviews, facilitate design workshop, information architecture, user journey mapping.

+6

Design & Marketing Awards

Handled some of the biggest and most awarded projects.

Tools

Figma

Ustesting.com & User Zoom

Prototyping (Figma, Protocie)

Sketch

Adobe After Effect

Adobe Premiere

Adobe Photoshop

Adobe Illustrator

HTML & CSS

Contact

Address

London, UK (Willing to relocate)

Phone

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Email

evadivaleung@gmail.com

Website

<http://evadivaleung.com>

Linkedin

<https://www.linkedin.com/in/evadivaleung-70182960>

Available Date

3 months notice

Employment

📍 London, UK

Apr 2019 - Present

Senior Product Designer at Toyota Connected Europe (Contract to Perm)

Work alongside with cross-region teams of designers, product owners and engineers to build mobile apps for mobility and a global driver app for EV drivers. Deliver seamless digital user experiences across different touchpoints. Communicate design across-disciplinary teams. Own delivery of features from top to bottom, from concept, research, testing and sketches through to aesthetically pleasing designs, development handoff.

Co-created two design systems, enable rapid and scalable components base design.

Sep 2018 - Mar 2019

Product Designer at Expedia Hotels.com (Contract)

Collaborate with product and research teams to create effective and delightful user experiences for our global audience. Take conceptual ideas and define interaction models, visual design and UI specifications. Create wireframes and prototypes for design exploration and user testing.

Work with BI team and designers to create data-driven design, maintain consistency and coherence across the whole product.

May 2017 - Sep 2018

Product Designer at Mercari (Contract)

Provide all native iOS and Android mobile app design stages from concept, interface design, interaction to final hand-off to engineering

Communicate with product team and stakeholders to deliver product vision.

Conceptualize original ideas that bring simplicity and user friendliness to complex design roadblocks Coordinate design team from US and JP. Create user flows and prototype to effectively communicate interaction and design ideas with the team Helping the operations of the ideation workshop (Design Sprint), user interface design, IA, user testing, user research

Occasionally provide design support for CRM and marketing team Comissioning with Product Design Studio: **Impossible UK**

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Available Date

3 months notice

June 2016 - Feb 2017

UX/UI Designer at Yourwelcome (Contract)

Collaborate with the team and stakeholders to enhance and implement innovative solutions for the product visuals and experience

Execute all visual design stages to final hand-off to engineering

Provide native Android tablet app hands-on design solutions

Create user flows and prototype to effectively communicate interaction and design ideas with the team

Present and defend designs and key milestone deliverables to peers and executive level stakeholders

Employment

📍 Hong Kong

May 2014 - May

2016

Senior Art Director at SapientRazorfish

Working from a brief with Copywriter, Creative Director, Strategy and UX Architect

Generating creative concepts and designs and communicates rationale to the team, and at times, to clients

Briefing and mentoring other members of the creative team

Working on designs to produce an effective advertising campaign or UI UX project for our global client

Commissioning with some specialists, such as artists and photographers KOL

Run brainstorming sessions

Mar 2013 - May

2014

Art Director at DigitasLBI

Working from a brief with Executive Creative Director, Creative director

Generating creative concepts and designs and communicates rationale to team, and at times, to clients

Working on designs to produce an effective advertising campaign or UI UX project for our global client

Designing the advertising material and ensuring it's in line with the brand

Jun 2010 - Jun 2011

Web Designer at Yahoo!

Education

Bachelor of Design (Visual Communication) at Birmingham City University - Hong Kong Campus