


Liv Lee (Lee Hung Ying)

UX DESIGNER

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EDUCATION

Google UX Design Certificate

Coursera
2021

BSc (Hon) Business Management

University of Birmingham (UK)
2015 - 2017

SKILLS

Design

Wireframing, Responsive Prototyping, Visual Design, Illustration, Journey Mapping, Design System, Sketching, A/B Testing

Research

User Research, Usability Testing, Customer Journey Mapping, Personas, Storyboarding, Affinity Diagrams, Workshopping, Information Architecture

Tools

Figma, Adobe XD, Sketch, Adobe CC (Illustrator, Photoshop, Indesign), Procreate, Invision

Others

SEO, CRM, Content Creation, Email Marketing, Social Media Marketing

Languages

English, Mandarin, Taiwanese, Japanese (basic)

EXPERIENCE

UX Designer / VML

SEP 2021 - PRESENT | SINGAPORE

- Spearheaded enhancements and gamification initiatives for a leading hotel brand's training platform, boosting case deflection by 25%.
- Redesigned and optimized Singapore's largest omnichannel media network's buying experience, aligning design to automate workflows, enhance reliability and drive revenue.
- Successfully delivered 10+ global and regional projects for prestigious clients, ensuring alignment with KPIs and success metrics.
- Facilitated design thinking workshops for top-tier clients, validating new product features and unearthed lucrative opportunities.
- Seamlessly integrated design solutions with content and CX strategies, enhancing user experience and driving business growth through cross-functional collaboration.
- Conducted user research for various clients, uncovering insights into behaviors and needs, informing strategic decision-making and product improvements.

Marketing Manager / Jal Yoga International

NOV 2017 - NOV 2020 | SINGAPORE

- Spearheaded end-to-end marketing strategies, crafting impactful collateral, landing pages, and handbooks for diverse initiatives including events, workshops, and yoga training.
- Developed a unified brand style guide, partnering with web developers to optimise website performance and elevate user experience
- Led customer focus groups and surveys, informing service enhancements and marketing messages.
- Directed visual design and content strategy, achieving 6k+ followers with a 30-40% engagement rate within 3 years.
- Executed 50+ successful events and retreats with an 80% fill rate, showcasing strong cross-functional and organizational skills.