LONG YEUNG

STAFF PRODUCT DESIGNER / UX CONSULTANT

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Empathetic and creative **Senior Product Designer** and **UI UX Designer** with 14 years of experience in startups and large companies. Skilled in UX UI design, product design and management, and market research, holding talks about Design Thinking and Agile Working Style. Experienced in using design frameworks to deliver high-quality user experiences on complex multimedia projects. Known for thriving in agile environments and collaborating with cross-functional teams to meet product goals. A strong advocate of user-centered design, driven by curiosity to understand how people interact with products.

> "We started with ideation workshops, where your UX expertise was of great help in order to decide which features should be included in the first product release. You always delivered everything on time and when there was a spontaneous deadline, we were able to count on your input."
> – T. Pancini Fitzek, Simons Mobility Ltd.

EDUCATION

MSc Multimedia and Entertainment Technology
Hong Kong Polytechnic University, 2010–2011

Bachelor of Design (Multimedia Design)
Swinburne University of Technology, 2009–2010

HD Multimedia Design and Technology
Hong Kong Polytechnic University, 2007–2009

Computer Information Systems Diploma
Kwantlen Polytechnic University, 2022–2023

Certifications:
- Professional Scrum Master™
- User Research Methods and Best Practices
- Service Design: How to Design Integrated Service Experiences

LANGUAGE

- English
- Chinese (Cantonese, Mandarin)

EXPERTISE

- Digital Product Design
- System and Eco-system Design
- UX Design and Design Thinking
- Wireframe & Prototyping
- Project and Product Management
- Service Blueprint
- Agile/Scrum Methodologies

SKILLS

- Design Tools (Figma, Sketch, Adobe XD)
- Adobe Suite (Photoshop, Illustrator, After Effect, InDesign, Premiere Pro)
- Project Management Tool (Jira, Trello)
- Conceptboard and Workshops
- Data Analytics (PowerBI, PostgreSQL, Python)
- Problem-Solving
- Team Motivation

EXPERIENCE

STAFF PRODUCT DESIGNER   11/2024 – Present
Self Employed, Vancouver BC (Remote), povide services for companies:
SmarTone Telecommunications Holdings Limited, UltraSense

- Designed and developed data analysis dashboards on Cloud service.
- Designed mobile application and user flow for B2B or B2C business.

LEAD DESIGNER   08/2024 – Present
Clifford AI, Vancouver BC

- Led the design of the ecosystem, service, and product for Clifford AI's SaaS platform, integrating AI-driven tools to enhance LinkedIn management for users.
- Developed a comprehensive user journey, ensuring seamless interaction across the platform's various services, from profile optimization to automated content creation.
- Collaborated with cross-functional teams to align product vision with AI technology, helping clients result in a 20x increase in inbound inquiries via LinkedIn content, a 10x boost in total LinkedIn impressions, and a 5x growth in follower count.

PRODUCT DESIGNER & UX CONSULTANT (for Siemens Mobility Ltd)   04/2024 – Present
ExcelNet Contractor, Vancouver BC (Remote)

- Consulted on UX/UI and Product Design for SAAS products, saved 30% of communication time and Improve user satisfaction by 20%.
- Assisted with tender bidding and budgeting, and project management of tender projects.
- Developed data analytics dashboards to track productivity, which reduce processing time by 80% and provide clear visual outputs to study trends
- Tools: Conceptboard, Figma, Adobe XD, Microsoft 365, Excel, PowerBI, Python

USER EXPERIENCE CONSULTANT   04/2019 – 04/2024
Siemens Mobility Ltd , Vancouver BC (Remote), Hong Kong, Germany

- Progressed from UX/UI Designer to Lead Designer and Project Manager, overseeing all aspects of the design process from research and ideation, to creating design concepts and product releases.
- Provided a holistic view of products and created stakeholder maps, service blueprints, system flow charts and project tenders for management systems, dashboards, and applications.
- Led the product design for the Traffic Data Analytic System for the Hong Kong Traffic Department and collaborated with cross-functional teams that included Solution Architects and Data Scientists. The system monitored traffic speed across 1000+ streets, forecasting with a 90-minute traffic using ML models based on traffic and weather data.
- Led the product design for various Hong Kong Rail and Bus tenders and PoVs and developed products with high reusability that were deployed to different countries.
- Led the product design for System Performance Dashboards of mass transit systems and created dashboards for radio signaling and capacity in German and Hong Kong transit systems.
- Project Managed and led the design of Sitras Sidytrac Live Dashboard and Bangkok Railway Dashboards for train door monitoring, air-conditioning, greenhouse gasses, energy consumption, and brakes. The system successfully achieved a 50% reduction in daily maintenance time.

EXPERIENCE

PRODUCT & UX DESIGNER
Stakk Factory, Hong Kong
06/2018 – 12/2018

- Designed and developed social mobile applications: QTime and SimplyTalk
- Employed a hands-on approach at every stage of the design bringing life through user flows, wireframes, and prototypes for a company specializing in delivering stacks of content and services.
- Designed functions, ecosystems, user journeys, flow charts, wireframes, and prototypes.
- As a Project Manager, oversaw the vendor development process to ensure project milestones were met, and deliverables were in line with client expectations and industry best practices.
- Collaborated with the Marketing Team to develop and execute promotion plans, conducting focus group user tests to gather insights and improve usability.

UX SPECIALIST
NextgenIO, Hong Kong
06/2017 – 06/2018

- Redesign on Online Casino m88: Website and Kiosk
- Led the product design strategy for multiple teams/departments and created comprehensive design guidelines and design documents to ensure consistency and quality of Casino website and Kiosk.
- Developed personas, service blueprints, and user journeys for casino players.
- Engaged in UX/UI design and illustrations, leading the front-end development team.
- Worked effectively in an agile environment to deliver product increments and meet requirements and quality control.

SENIOR PRODUCT MANAGER
Six Waves Inc., Hong Kong
01/2017 – 06/2017

- Published: Ace Virgin & Twin Tail
- Led the planning and oversight of the product roadmap for game initiatives for mobile games that are sold in Hong Kong, Taiwan, China and Japan. Achieved and maintained a rating over 4.1 for "Ace Virgin', over 100K downloads.
- Planned resourcing, project timelines, and budget in collaboration with other departments and product groups.
- Collaborated with the Marketing team on Promotion Plans, reviewing KPIs to adjust game events for performance.
- Served as a Customer Service Representative on social media, enhancing the overall gaming experience.

LEAD GAME DESIGNER
Junglee Games, Billiongames, Moonfish Software Limited
10/2012 – 07/2016

VOLUNTEER EXPERIENCE

PARTNERSHIP LEAD
IterateUX ., Vancouver BC
05/2024 – Present

- Responsible for finding potential business partners for IterateUX and for providing business suggestions for partners on business and user experience.
- Design the business models for different events of the organization, to ensure the income balance.
- Collaborated with fellow designers to organize the UX Design Challenge that was a project created to evaluate each participant's ability to apply design skills to real-world scenarios.