KUONG IY SENG

0470 555 746 | kseng2906@gmail.com | kuongseng.com | linkedin.com/in/kuong-iy-seng/

EXPERIENCE

Product Designer at WithYouWithMe   May 2024 - Mar 2025
- Increased user engagement by 40%+ by leading the end-to-end design and launch of key product features using user-centered designs and interactive usability testing.
- Standardised product UI by creating a scalable, accessible design system with modular components, ensuring brand consistency across website and mobile platforms.
- Accelerated product delivery by collaborating with the Product Owner, Engineers and Marketing team to shape roadmap initiatives and deliver product-ready solutions.

Product Designer at FinClear   May 2023 - Nov 2023
- Boosted sign-up conversion by 35% and reduced onboarding time by redesigning the user onboarding flow, streamlining steps and improving clarity in the user journey.
- Reduce design delivery time by developing reusable design system components, improving cross-team efficiency, and ensuring interface consistency.
- Informed high-impact product decisions by conducting qualitative and quantitative user research, translating insights into actionable design improvements.

UI/UX Web Designer at AdVisible   Sept 2021 - Apr 2023
- Improved project turnaround time and quality by overhauling the web delivery process from onboarding to launch, introducing structured workflows and QA checkpoints.
- Delivered 15+ high-converting websites across marketing and e-commerce sectors, optimising layouts, navigation, and calls-to-action for maximum engagement.
- Drove client satisfaction and ROI by collaborating directly with stakeholders to align on digital strategy, ensuring designs met both brand objectives and measurable business outcomes.

Product Designer (Graduate Program) at Westpac   Nov 2019 - Sept 2021
- Contributed to the redesign of the Wrap Super product, improving usability and reducing user friction through wireframing, prototyping, and iterative testing.
- Supported the creation and documentation of the components library, improving cross-team design consistency and speeding up delivery timelines.
- Collaborated with senior designers, product managers, and engineers in Agile sprints to translate user research into actionable design solutions.

SKILLS

- Design: Design Systems, Interactive Design, Visual Design, User Research, Usability Testing, Design for Accessibility (WCAG), Data-Informed Design.
- Collaboration: Agile Development, Cross-Functional Team Collaboration, Project Management & Prioritisation, Miro, Client-facing.
- Technical: Component Libraries & Token management, HTML/CSS, Figma, Shopify.

EDUCATION

Bachelor of Information Communication & Technology   Western Sydney University
Practical User Research & Strategy Certificate   Designership, 2023