Leung Hoi Cheng

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Professional Summary

Senior Product Designer with 3+ years of experience leading the end-to-end design of a B2B sustainability accounting platform. Successfully grew the platform's client base from low hundreds to over 4,500. Expert in collaborating with cross-functional teams to deliver scalable, user-friendly solutions on time and drive product vision through strategic design solutions.

Currently working on web development skills through The Odin Project, with experience building websites using JavaScript and React.

Experience

A Better Consultancy
Senior Product Designer   (Aug 2021 - Dec 2023)

- Led a design team for a B2B sustainability accounting platform, developing over 9 major modules to support emerging sustainability trends, increasing the client base from low hundreds to over 4,500 in 3 years.
- Onboarded and mentored 2 junior designers, enhancing overall design and research capacity.
- Collaborated with cross-functional teams to deliver design solutions seamlessly, achieving a 6 out of 7 on-time launch rate for major releases.

A Better Consultancy
Product Designer   (Aug 2020 - Aug 2021)

- Redesigned a B2B sustainability accounting platform as the sole designer, using Agile methodology to launch the platform in 9 months. Achieved a 100% contract renewal rate and high customer satisfaction.
- Established and standardised user research processes, aligning product with business goals and reducing research cycle time from 2 months to 2 weeks.
- Managed all design and research efforts to align with the product vision, overseeing an average of 3 active features concurrently.

Education

National University of Singapore   (2016 - 2020)
Bachelor of Social Sciences (Hons), Communications and New Media

- Specialisation in Interactive Media Development
- Relevant coursework: Interaction design, Human-computer interaction, User interface design, Game design, Advanced game design

The Odin Project   (2024 - current)

- Ongoing learning with a web development course

Skills

Design (Intermediate): Product Design, UI/UX Design, Interaction Design, Information Architecture, Design Systems, Wireframing & Prototyping, Design Strategy & Planning, Stakeholder Management, Concept to Launch

Research (Intermediate): User Interviews, Usability Testing, Surveys, Research Synthesis

Web Dev (Basic): HTML, CSS, JavaScript, React, NodeJS, Express, Git, PostgreSQL

Tools: Figma, Adobe Creative Suite, Atlassian Suite (Jira, Confluence)