SAMUEL KUNG

Experienced UX Lead with over 8 years in delivering high-impact digital products for global clients. Specialized in end-to-end UX strategy, driving user-centered designs, and aligning cross-functional teams with business goals. Successfully improved feature adoption rates and increased user engagement through innovative design systems. Strong focus on team leadership, fostering collaboration, and mentoring designers to consistently deliver results

Experience

IBM, Lead UIUX Designer | Sr. Consultant

Aug 2021 – Jul 2023

Notable Projects:

- **IATMS, Singapore Airforce**: Spearheaded the pilot project for the Airforce training system, later awarded Full Scale Development (FSD) based on the successful UX strategy and execution.

- **Julius Baer Bank** CMS & Design System: Led the creation of a scalable CMS platform for Julius Baer, developing a comprehensive design system that improved cross-platform consistency and efficiency.

Leadership and Strategy:

- Chapter lead for UX initiatives, fostering cross-team collaboration and mentoring junior designers across global projects.

- Developed and implemented UX playbooks, guiding teams on best practices and standardising design approaches.

- Established tooling pipelines to streamline design-to-development workflows, resulting in a 30% reduction in design handoff time.

Ola Chat, Senior UIUX Designer

Mar 2021 – May 2021 (contract)

Conducted comprehensive user research, gathering actionable insights that informed design decisions.

Design ideation and prototyping for a revamp of the search and matching interface, improving user engagement and efficiency.

Delivered a revamped search and matching interface, improving user engagement by 20%

Freelance UIUX Consultant

Aug 2021 – Jul 2023

- **Ming Deng Metrology**: Led a 6-month UX design engagement to revamp their logistics application, digitizing client management, product tracking, and operations. Delivered a user-centered platform that streamlined workflows and improved overall business efficiency.

- **Zimble**: Over a 6-month engagement, designed the UX for a fintech financial literacy app targeted at kids and parents. Focused on creating intuitive parental controls and interactive savings features that made learning about money fun and accessible for families.

- **Azalea Investment Management**: Consulted for this finance client, establishing a design pipeline and securing buy-in for UX strategies that aligned with business objectives. Played a key role in integrating UX into their investment platform development process.

- Provided brand identity and digital experience consulting for clients in education and logistics sectors, helping streamline their app and web-based services to better meet user needs.

Xen Technologies, Senior UIUX Designer

Nov 2018 – Jul 2020

- **Xen App (Version 1)**: Spearheaded the design and launch of the investing application, creating an intuitive user experience for millennial investors. Simplified access to alternative investments through a clean and modern UI.

- **Xen Socials Platform**: Led the UX design for Xen's social platform, aimed at building a community of young, like-minded investors interested in private equity funds. Created seamless user flows and engaging interactions to foster community growth.

- **Secondary Trade Platform**: Designed the secondary trade platform for private equity (PE) investments, enabling accessible and flexible transactions for both investors and fund managers.

- **Media & Event Collaterals**: Produced media-related materials, including trailer videos and banner designs for events, enhancing brand visibility and engagement. These assets were pivotal in Xen's market positioning at industry events.

- **Branding**: Developed Xen's visual identity, creating a cohesive brand design that extended from digital platforms to physical event collateral, positioning Xen as a modern and approachable investment platform.

- **Team Leadership** & Design Process: Managed a small team of 2 designers, establishing a robust design process and tooling pipeline. Introduced user testing to validate and refine design decisions.

- **Collaboration & Business Decisions**: Worked closely with the CTO and CEO, actively contributing to business decisions that directly impacted design. Played a key role in aligning design solutions with business goals, ensuring an efficient and collaborative workflow.

Xen Technologies, Senior UIUX Designer

Nov 2016 – Nov 2018

- **Discoveree App** (Client: Changi Airport): Collaborated on the design and ideation of an eCommerce lifestyle app for Changi Airport. Focused on prototyping, UX design, and documentation to support the app's user flows and interactions.

- **Dragons Project Mobile Game**: Designed low-fidelity prototypes and mockups for the in-game UI armoury. Mapped out and tested the new interface's visualization and functionality to improve user navigation and interaction.

- **User Testing**: Conducted extensive user tests to gather feedback, analyze pain points, and implement actionable improvements in both app and game interfaces.

- **goGame Website Revamp**: Supported the redesign of the goGame website, improving the overall user experience, navigation, and visual appeal, aligning it with modern design standards.

AIQ, UIUX Designer

Jul 2015 – Nov 2016

- **AI-based Machine Learning Application**: Designed the UI/UX for an image-based machine learning application, focusing on intuitive user flows and data interaction to ensure seamless integration with AI processes.

- **Website Revamp for AIQ**: Worked on a complete revamp of AIQ's landing page, improving user engagement and visual appeal to better showcase the company's technology and offerings.

- **The Carrot Patch (Co-working Space Website)**: Designed and implemented a new website for The Carrot Patch, a co-working space, aligning the user interface with the branding to attract entrepreneurs and startups. Enhanced the navigation and flow for an optimal user experience.

- **Mobile App Design**: Contributed to the mobile app design process, delivering wireframes and high-fidelity mockups, ensuring consistency across web and mobile platforms.

- **Front-End Development**: Assisted with front-end development tasks, utilizing Bootstrap and CSS to bring design concepts to life and ensure cross-platform responsiveness.

Propquest, Junior UIUX Designer

Mar 2014 – May 2015

- **PropQuest Property Website**: Designed the user interface for an image-based real estate listing application, improving property browsing experiences and optimizing usability for both desktop and mobile platforms.

- **Low-Fidelity to High-Fidelity Prototyping**: Created wireframes and high-fidelity mockups to iterate and refine the user experience based on feedback from stakeholders and users, ensuring the design met business goals and user needs.

- **Graphic Design and UI**: Handled various graphic design tasks, ensuring visual consistency and appeal across the website's pages, including image editing and icon design.

- **Front-End Development**: Collaborated on front-end development using Bootstrap and CSS to translate design into responsive, pixel-perfect web interfaces.

Skills

Research:

User Research • Persona Development • User Journey Mapping • A/B Testing • Usability Testing • User Stories & Scenarios • Competitive Analysis • Data-Driven Design • Customer Feedback Analysis • Heuristic Evaluation • Enterprise Design Thinking • Card Sorting • Task flow mapping • Information architecture

Design:

UI Design • Wireframing • Branding • Interaction Design • Responsive & Adaptive Design • Conceptual Design • Color Theory • Accessibility Compliance • Animation & Motion Design • Visual Design • Interaction Design

Prototyping:

Rapid Prototyping • Low-Fidelity Prototyping • High-Fidelity Prototyping • User Testing • Design Systems

Development:

Front-End Development • Bootstrap • Tailwind • RubyOnRails • Vue.js • React.js • HTML • CSS • JavaScript • Git

Leadership & Collaboration:

Stakeholder Management • Client-Facing Presentations • Design Handoffs • Team Leadership • Cross-Functional Collaboration • Workshop Facilitation • Service Blueprinting • Design Sprint Facilitation

Software

Design Tools: Sketch:
• Figma • Photoshop • Illustrator • InDesign
Prototyping Tools:
Flinto • ProtoPie • Zeplin • Overflow
Collaboration Tools:
Miro • Mural • InVision • Hotjar • CrazyEgg • UseBerry • Notion • Discord
Development Tools:
GitHub • Bitbucket • CodePen
AI tools:
ChatGPT • Claude • Pi.AI

Education

University of Wellington - Bachelor's Degree in Design Digital Media
Feb 2006 - May 2009