

Tammie Leung

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Summary

B2C Product Designer with 5 years experience. Strong knowledge of Ecom, Payments, and Subscription model to promote CVR and revenue (In 2020, exceeded team revenue targets by 82%; In 2021, already exceeded yearly revenue targets by 104%). Communicative and team-oriented. Adept at managing concurrent objectives to promote efficiency and influence positive outcomes.

Experience

Product Designer - ECOM / Payments

BOLD

May 2017 - Present (4 years 7 months +)

- Led design across all 4 products' Ecom/Payments experience in the U.S. portal plus 15 International portals.
- Manage and drive ownership of the design process throughout entire projects, drive decisions, track issues, and work with developers to produce outstanding work focusing on increasing conversion rate and reducing chargebacks.
- In 2020, exceeded revenue targets by 82%; In 2021, already exceeded yearly revenue targets by 104%.
- Generate UX conceptual ideas/visions into compelling and functional visual design and mockups, specializing in subscription e-commerce business model, new users, and return users payment flow and cancellation funnel.
- Create wireframes, map user journeys, task flows, and assist usability testing. Modify design with A/B testing results and research findings. Deliver UI specifications and Responsive Design.
- Constantly measuring results and performance for the target audience and providing iteration that improves the experiences.
- Contribute to design strategy planning and roadmap planning with PMs, engineers, other designers, researchers, etc. to manage the design from concept to live.
- Work with other teams to oversee the implementation of design specifications and guidelines.
- Demonstrate leadership by making improvements to work processes and mentoring new hires.

Freelance Product Designer - Nearo App

Live Colony

Jan 2016 - May 2018 (2 years 5 months)

- Brainstormed and conceptualized the e-commerce user-centered task flows and scenarios.
- Mapped user journeys end-to-end with user flows, wireframes and prototypes.
- Designed aesthetic visual designs that leverage overall user experiences.
- Restructured key user flows to improve company product's overall information architecture.
- Partnered with CEO, engineer and other team members for strategic decisions.
- Collaborated with team members to oversee the products and marketing campaigns.

Graphic Designer

Kendo Brands, Inc.

Jan 2017 - May 2017 (5 months)

- Designed internal educational and training materials for across 4 beauty brands
- Conceptualized ideas into a story-telling experience for various purposes.
- Updated and defined current design standards.
- Supported different departments and Creative Director by providing creative solutions and design layouts that meet business objectives.
- Leveraged design products, including in-store, advertising collateral, and digital assets.
- Supported Creative Director and team in reviewing final production stages prior to releasing to vendor/publication.

Visual Designer

Kevin Stephens Design Group

Sep 2012 - Jan 2017 (4 years 5 months)

- Collaborated in all projects with Architects and PMs.
- Created aesthetic design elements and ensure cohesiveness across projects while delivering a clear message.
- Developed and design visual products presentable to clients/public.
- Created and define design standard guidelines .
- Monitored company website and UI/UX for all graphic products.

Education



Academy of Art University

Master of Fine Arts (M.F.A), Web and new media

2014 - 2016



Academy of Art University

Bachelor of Fine Arts (B.F.A.), Graphic Design

2010 - 2013



Shanghai Jiao Tong University

Bachelor of Business Administration (B.B.A.), Business Administration

2005 - 2009

Skills

User Experience Design • User Interface Design • Product Design • Wireframing • User Interface
• User Experience • User-centered Design • Web Design • Concept Development • Information
Architecture