

Boon Ying, Choo

Designer

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Selangor, Malaysia

Education History

- 2007** **University of Southern Queensland, Australia**
Bachelor of Mass Communication - Major in Multimedia Design
- 2004** **SEGi College, Malaysia**
Diploma in Multimedia Design

Employment History

- 2014 - Present** **iCONNECT360 / EZYPAY as Product Designer**
Projects: SaaS web platform
Involved in two main products: a subscription billing system (**Ezypay**) and a membership management system (**iconnect360**). Other products designed include a Point-of-Sale (POS) system and a gate access system interface.
Tasks include conceptualising solutions and user-flows from feature requirements, designing both lo-fi UI (wireframes) and hi-fi prototypes – as means to present to stakeholders for reviews and sign-offs; as well as aligning with development teams on design solutions and outcomes.
Other responsibilities include maintaining a standard design style guide across multiple platforms with developers. Was briefly involved in front-end development (Javascript, CSS, HTML) as well.
- 2014** **ADIOS INTERACTIVE as Senior Designer**
Projects: Mobile application
Co-design a kids educational game (**Power Up Kids**) for the iOS/Android tablet application; mainly on gameplay & interaction designs, graphical elements design, 2D animations & sound direction.
Other responsibilities include UI/UX enhancements for client projects.
- 2013** **CORPICK as UI Designer**
Projects: Mobile application & web platform
Conception, designing and prototyping the iOS mobile app for an e-commerce platform (**Corpick**). Assists the Developer in improving & refining the UI for the website and some front-end coding (CSS, HTML).
- 2013** **3ZQUARE as UX Designer (Contract)**
Projects: Mobile application
Lead Designer for the e-commerce app (**JAM-BU**) for iOS/Android.
Responsible for redesigning the app's usability and UI, as well as the CMS platform. Other responsibilities include liaising with an outsource team of developers and video freelancers, conducting usability tests and creating the product's advertisement storyboards.

2012

CODE GAMIFICATION as UX Designer

Projects: Web platform

Responsible for the UI/UX of a talent resource management web system (**Code Army**). Worked closely with a Lead Designer in various tasks include user research, creating process flows & wireframes, managing outsource design work and guiding a Junior Designer.

2011

MNC WIRELESS as Senior Interactive Designer

Projects: Desktop app, SmartTV app, Flash banners, EDM, CSS/HTML websites

Lead Designer of a music streaming app (**WOWLOUD**). Worked in a team consists of 2 Junior Designers and a Team Lead. Mainly responsible in designing app UIs for the Windows PC desktop and SmartTV.

Other tasks include liaising between Content Manager & Developers in production. Occasionally guides Junior Designers in design direction and technical skills.

2008 - 2011

COMPASS INTERACTIVE as Web Designer

Projects: Flash microsities & games, Facebook pages, web banners, EDM, CSS/HTML websites

Assists Art Director in ideation & concept brainstorming, designing visuals, assets preparation for development (Flash/Web), Flash animations, web maintenances, and EDM designs. Notable clients include **IKEA MY/SG, Rohto-Mentholatum, Astro, Nike, Clarins, Bonuslink, Citibank & Darlie.**

Skills & Attributes

Personal Attributes

- Analytical & attentive to details
- Self motivated & organised
- Works independently & collaboratively

Tools

- Adobe Creative Suite (Photoshop, Illustrator)
- Invision
- Sublime Text
- Good ol' sketchbook & pencil

Skills

- Web & Mobile User Interface (UI) Design
- User-flow, Wireframe & Prototyping
- Front-end Development (HTML, CSS/SASS)
- Basic Javascript with Angular framework
- 2D Animation with Flash
- Illustration & Storyboarding

Portfolio

<http://cby.tisubox.net>

📌 Note: For latest works, email me!