

Yung Tyng Lee

Lead Product Designer with 5 years of experience in product and digital design. Backed with 7 years of experience in the creative design industry.

+65 87937734

www.linkedin.com/in/leeyungtyng

yungtyng@gmail.com

Key experience

Lead Designer

Workmate, Singapore · 2019–Current

- Leading a team of 2 other product designers, guiding their growth and personal development.
- Establishing repeatable frameworks and mental models for the design team in shaping solutions and documenting designs.
- Running remote usability tests of new features with enterprise users to ensure success after shipping.
- Shaping user flows and solutions, facilitating objective discussions with stakeholders.
- Established the company's first version of a design system, which saved our engineering team hours of development time on front-end design QA.
- Stepped in as interim product manager for two months (this is a story to tell).
- Project management with a remote development team to ship the migrated worker mobile application on time.
- Designed the whole platform UI for both client-facing and internal dashboards, in conjunction with the engineering team's backend rebuild and migration from Odoo ERP to Django.

Co-founder & Lead Designer

Gridhaus, Singapore & Melbourne · 2016 – 2018

- Established a repeatable framework to conduct brand discovery, user profiles and goal prioritisation directly with executive teams. Guided them in defining their brand & visual identity, and drastically reduced subjective change requests.
- Serviced clients internationally from Melbourne, Malaysia, Singapore, France, and Switzerland.
- Led and designed the rebrand and rollout for Poladrone, Malaysia's largest drone solutions and DJI Enterprise dealer across corporate materials, online presence and physical stores.
- Led and designed Korus Connect's state-wide rebranding, digital efforts, and brand system, one of Victoria's oldest and largest education ministry and charity organisations.
- Redesigned Impressius' (fka Instaroid) lead acquisition flow which achieved 50x increase in their landing page lead generation.

Multimedia Designer

Figtree Design (now Some Early Birds), Kuala Lumpur · 2012–2013

- Managed client communication and project scopes for accounts such as HSBC Malaysia, Malaysian Advertisers Association, Malaysian Media Awards, and Antalis Malaysia.
- Assisted art direction and led illustrations for Kancil Awards 2012. These were published as the Kancil Awards 2012 Annual and applied live at the annual Kancil Awards show attended by Malaysia's largest advertising agencies.

Graphic Designer

Freeform, Kuala Lumpur · 2012

- Designed print and digital for Freeform group's businesses and events.
- Notable projects include designs & event marketing materials for The Bee Jaya One & Publika, and Urbanscapes Festival 2012.

Other experience

Creative Director

ASEAN Games Australia 2013, Melbourne · 2013

- Designed a new brand identity and logomark system, which was effectively applied across all marketing media and event materials in universities nationwide.

Skills

Capabilities

- UX/UI Design
- Design systems & libraries
- Product writing
- Brand identity
- Visual design
- Publication design

Professional

- Communication & presentation
- Listening & facilitating discussion
- Fast learning
- Project management
- Product documentation

Software

- Figma
- Notion
- Adobe Creative Suite
- Invision Studio

Languages

- English · Native proficiency
- Mandarin · Bilingual proficiency
- Bahasa Malaysia · Working proficiency

Qualifications

Master of Communication Design

RMIT University, Melbourne · 2015–2016

- Graduated with Distinction
- Focused on design research & writing, critical analysis on public representation and role of design, brand experience, and responsibilities of contributing to the design field.
- Personal specialization in print and self-publishing, culminating in final Masters research project to apply new experimental printing methods using common digital printers.

Bachelor of Communication Design

RMIT University, Melbourne · 2013–2014

- Graduated with Distinction
- Delving into strategy and design thinking, multimedia communication, and explorations into social design.
- Final project documenting print design history was selected as one of four best student works for a course subject during the 2014 graduate show.

Diploma of Graphic Design

IACT College, Kuala Lumpur · 2010–2012

- Artwork exhibited at the Malaysian National Theatre (Istana Budaya) in conjunction with KITA the Musical.
- Mentor & art direction advisor for IACT ADprentice 2012 competition champion. His advertising campaign pitch won against four other finalists, winning the apprentice a cash prize and full IACT scholarship.

Articles

- [Does Your Brand Sear? — Brand Strategy Pt. 1](#)
- [Let's Talk About \(Good\) Design—And Its State in Malaysia](#)
- [Design publications, by designers, for designers and everyone.](#)