SIMON LEUNG

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PROFESSIONAL EXPERIENCE

Senior Product Designer | Ninjacat

NEW YORK, NY. USA | MAY 2022 - NOV 2023

Simplified data workflows for Marketing Professionals in a B2B SaaS product by redesigning how users can access, explore, transform and reuse marketing data across templates. This initiative saved customers' time, enhanced performance, and reduced the risk of data errors.

- Collaborated cross-functionally to pinpoint usability issues, resulting in an 18% decrease in system error inquiries and a 13% boost in customer satisfaction.
- Reduced customer data troubleshooting time by introducing an analysis tool that quickly identifies discrepancies, saving an average of 4 days of work.
- Took ownership of projects from concept to delivery in a self-directed work environment, applying systems thinking principles to make decisions for the system as a whole.
- Facilitated cross-department workshops in problem definition, ideation, planning, and strategic roadmapping, ensuring alignment and feedback collection from key stakeholders including Product Managers, Engineers, and Executives.
- Conducted ongoing user research, interviews, and testing to validate hypotheses and iteratively refine design decisions toward the ideal vision.
- Boosted SUS score from 59.1 to 63.7 across multiple design initiatives, driving continuous improvement outcomes that aligned with user expectations and business goals.
- Contributed new design components, maintaining consistency, usability, and accessibility (WCAG AA) with established patterns in the design system.

Lead UX Designer | Briq

SANTA BARBARA, CA. USA | NOV 2020 - MAY 2022

Designed solutions that leveraged historical data to create predictive insights, optimizing financial forecasting for construction CFOs. Resulted in accelerated data creation, ensured benchmarking consistency, and empowered better decision-making.

- Redesigned AutoDocs tool, simplifying invoice approval, addressing client issues, resulting in a 40% increase in positive feedback and a 14% reduction in repetitive support tickets.
- Spearheaded the transition from Sketch to Figma, optimizing product and engineering processes by 15%.
- Mentored and recruited designers in aligning with company goals and design practices.
- Crafted UX copy that reduced task abandonment by 22% across product touch-points.
- Designed mobile and responsive web experiences from research to design handoffs.

Contract UX/UI Designer | Mavennet

TORONTO, ON | SEP 2020 - NOV 2020

Applied human-centered design principles to facilitate blockchain adoption in oil & gas logistics. Addressed complex information architecture challenges, reducing cognitive load and saving months of Border Agents' reconciliation time.

Product Designer | Quantum Mob Inc.

TORONTO, ON | MAY 2018 - NOV 2019

Utilized user-centric design methodologies at Quantum Mob Inc., leading Design Sprints and driving client acquisition through comprehensive UX audits and cross-device redesign projects. Notably, attracted 6k monthly active users through a successful redesign initiative.

Freelance UX/UI Designer | Nomis L Design

TORONTO, ON | JAN 2018 - PRESENT

Conducted heuristic evaluations and accessibility audits to enhance SEO and UX. Advised clients on content strategy and crafted marketing materials that maintain brand identity.

AWARD

"CEO's Favorite - Report Collaboration," Ninjacat Hackathon 2023

EDUCATION

User Experience Design Full-time Program | BrainStation

TORONTO, ON | JAN 2018 - MAR 2018

BDes - Illustration Design, Minor - Graphic Design | OCAD University

TORONTO, ON | SEPT 2005 - JUN 2011

DESIGN SKILLS & TOOLS

User Research, User flows, Wireframing, Rapid Prototyping, Information Architecture, Heuristic Evaluation, Design Sprint, Design Thinking, Usability Testing, Interaction Design, Experience Map, Storytelling, Jobs Stories, Branding, Workshop Facilitation, Web Accessibility (WCAG), Figma, Miro, ChatGPT, Fathom, Notion, ChurnZero, Photoshop, Illustrator, Lightroom, Premiere Pro, G Suite, Pendo, Hotjar, HTML/ CSS, Javascript comprehension