

Conley Leung

Hi! I'm a designer, creative thinker, and maker. I like turning ideas into things people can see, touch, and interact with. I started in advertising and found my passion in UX, where creativity meets human behavior. I believe design should spark curiosity, make life a little easier, and occasionally bring a smile. I make digital things for work and physical things for fun.

 **Contact**
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 **Portfolio**
ConleyLeung.com

Professional

Vibe Coding
Cursor ai | Claude

Design Tools
Spline | After Effects | Photoshop | Illustrator | Cinema 4D | Figma

Website Builder
Webflow | Shopify

Prototyping/Collaboration
Figma | Figjam | Miro

Education

User-Centered Design
Parsons School of Design

Advertising Design
Hong Kong Design Institute

Visual Designer II

2025-Recent | [frog](#) 

eBay Live Seller Experience & Live Commerce Vision Design
Contributed to UX visual design, interaction thinking, seller workflows, and strategic concept development for live-stream commerce experiences.

Notion AI Workshop Experience Design
Designed and delivered visual systems for innovation workshops, including workshop branding, journey mapping, storytelling frameworks, photography direction, and experience assets that supported collaborative ideation sessions.

Notion Service Design Programs
Supported multiple service design engagements through visual synthesis, systems mapping, journey visualization, and presentation storytelling to help communicate complex service ecosystems and opportunity spaces.

McGraw Hill, ALEKS Education Program UX Visual
ALEKS is a web-based, artificially intelligent assessment and learning system for grades 3–12. My role as a visual interactive designer included illustration, UX visual design, character development, and storytelling.

McGraw Hill, Sales Service Design (Interactive Visual Design)
Responsible for the Service Design Blueprint's visual design, created an interactive blueprint prototype, and managed visual delivery for stakeholder presentations and service design initiatives.

Digital Cleanroom Experience & 3D Visualization
Designed and developed a 3D digital cleanroom experience, creating interactive visualizations and animations to communicate operational workflows, training scenarios, and future-state healthcare environments.

AI Product & Future Experience Concepts
Contributed to AI-driven product and service innovation programs by visualizing future workflows, user journeys, and human-centered interaction concepts through prototypes, storytelling, and strategic design artifacts.

Senior UX Visual Designer

2024 | [Elephant](#)

Retail Interactive Experience for Comcast Xfinity:
Created a comprehensive design system and usability testing prototypes for the interactive platform on tablet and mobile devices, ensuring consistency and user-friendly experiences.

Nespresso US Market Website Renovation:
Led the UX visual design for the renovation of Nespresso's US market website, improving user experience and aligning visual elements with the brand's core values.

Generative AI for Abstract Visuals:
Explored and implemented various Generative AI tools to create abstract visual designs, enhancing traditional workflows with AI innovation.

Senior Art Director

2021-2023 | [Ogilvy New York](#)

World of Hyatt Loyalty Program:
Led creative direction and engagement strategies for the brand's marketing campaigns, and developed a comprehensive email design system in Figma.

Product Design / Founder

2022 | [Beans Bon Coffee](#)

Beans Bon Coffee Journey:
Developed and launched the "Coffee Kickstarter" platform, enabling small-batch coffee roasters to connect with coffee enthusiasts. The platform supports local businesses by promoting high-quality, artisanal coffees and fostering direct engagement between roasters and consumers.

Senior Visual Designer

2021 | [Modicum New York](#)

Samsung Ads B2B Marketing:
Led creative direction and storytelling for motion graphics in brand videos and social media campaigns. Created visually engaging infographics and informative content for B2B marketing materials, effectively communicating complex information and enhancing brand messaging.

Creative Lead

2018-2021 | [The Boeing Company](#)

Collaboration with Global Brand Management Team:
Delivered comprehensive design solutions for the Boeing Store and Boeing Future of Flight, focusing on enhancing the tourist experience and marketing initiatives.

Boeing Store Website Renovation:
Improved the customer shopping experience by integrating Boeing's brand elements. Developed product imagery guidelines and enhanced product category filtering for better usability.

In-Store Merchandising and Visual Experience:
Elevated visual design and storytelling throughout brick-and-mortar stores to create a cohesive and engaging shopping environment.

Brand Communication for Boeing Store:
Partnered with marketing and merchandise teams on all merchandising campaigns, overseeing conceptual development, photography art direction, and digital design execution.

Boeing Future of Flight Gallery:
Collaborated with the program team to develop optimal solutions for visitor engagement, enhancing the educational experience about aerospace through each gallery section.

Digital Art Director

2015-2017 | [Air Concepts](#)

Design Lead for UX/UI Projects:
Led UX/UI initiatives for global brands like Google, Adidas, and Disney, focusing on art direction and creative concepts in video production and motion graphics.

Google's Interactive Brand Campaign:
Developed a mobile-focused brand experience to celebrate Lunar New Year across the ASPAC region, launching six interactive mobile games throughout the festivities. Oversaw art and illustration direction while participating in storytelling and user experience concept development.

HK Tennis Open VR Experience Event:
Directed creative and art efforts for the HK Tennis Open celebration event. Designed the interface for an interactive mobile platform that showcased event activities, including photo editing for custom tennis ball printing, VR experience registration, daily interactive mini-games, and a rewards wallet. Managed the art direction for the VR experience, including UX/UI for the internal control device and 3D visual elements from game launch to onboarding instructions.

Interactive Designer

2013-2015 | [PRIZM Digital](#)

UX design for brand awareness campaigns:
Focused on elevating brand awareness through social engagement and providing design solutions for physical events. Key clients included China Eastern Airlines, Lancôme, New Balance, and L'Occitane.