
Annis Leung UI/UX Web Designer

Grand Prairie, TX 75050 | 1-817-851-4638 | anniswaiyi.leung@gmail.com

Portfolio: www.annisleung.com | LinkedIn: <https://www.linkedin.com/in/annis-leung/>

PROFILE

Experienced UI/UX Web Designer with a demonstrated history of working in small IT agencies, e-commerce and global corporations in multiple industries. Equipped with in-depth knowledge and skills in UI/UX design, visual design, interaction design, responsive web, wireframing, prototyping, branding, graphic design, print design and layout, creative problem solving, photography and videography.

- Highly experienced of working on large-scale projects from end to end for global e-commerce company.
- Turned the legacy desktop and mobile sites to responsive layout and cut the maintenance time in 50% and gained more mobile user traffic.
- Streamlined checkout process from 6 steps to 4 steps for users to finish ordering online quicker.

SKILLS

Design/Prototyping: Photoshop, Illustrator, Axure

UI/UX: Visual Design, Interaction Design, Competitive Analysis, User Flows, User Stories, Scenarios, Wireframing, Usability Testing

Coding/CMS: HTML, CSS, Dreamweaver, Responsive Design, Bootstrap, WordPress

Process Management: Agile/Scrum, Waterfall

Video: Filming, Video Editing, Final Cut Pro, iMovie, ScreenFlow

EXPERIENCE

HOGARTH WORLDWIDE, CUPERTINO, CA

Contractor / Content Screen Artist | Aug 2018 - Sep 2018

Collaborated with Content Production Team to convert low res files to high res quality and localized the user interface of the screens for use in multiple assets and deliverables for Greater China region to support a global tech event for The World's Largest Tech Company.

MOUSER ELECTRONICS, MANSFIELD, TX

UI Web Designer | Feb 2011 - Feb 2018

- Delivered high-quality user interface to support a global e-commerce website www.mouser.com with 63 country-specific subdomains and 17 language using best practices of UI/UX and understanding of HTML, CSS, Bootstrap and grid systems.
- Analyzed business requirements, user research, competitive analysis and customer feedbacks and transferred concept into wireframes, scenarios and user flows to demonstrate the solutions and iterated the design to enhance the user experience.
- Adopted mobile-first approach to create low and high fidelity responsive/adaptive wireframes in Axure for new and existing products and features like Checkout, Shopping Cart, Product Detail Page, Inventory Management App, etc.
- Worked in Agile and Waterfall environments with Stakeholders, Senior Management, Project Managers, Business Analysts, Developers, SEO Specialists and QAs to solve complex UX problems and meet business goals and followed thru the projects end-to-end.
- Collaborated with UI Team to create and maintain the style guide using a design system called Atomic Docs for Mouser.com. Created storyboards and instructional videos to walk users thru the new website enhancement and features.

THE UNIVERSITY OF TEXAS AT DALLAS, RICHARDSON, TX

Marketing Designer | Sep 2009 - May 2010

Assisted the Marketing Manager to create posters and promotional material for school events and worked with Developer for website updates and maintenance on www.utdallas.edu in Student Affairs Department.

Research Assistant / Web Designer | Sep 2008 - May 2009

Worked with the Professor and Developer to design and support MobileLab website and branding in Arts and Technology Department (ATEC).

ET BUSINESS COLLEGE, HONG KONG

Senior Graphic and Web Designer | Mar 2006 - May 2007

Oversaw the branding, set up design standard and art-directed juniors and freelancers to support the company website and the marketing material of various investment and management seminars and trainings for small to large clients like Citibank, Standard Chartered, Principal, Barclays, PCCW, KBC and “Be A Native Speaker”.

NETSUCCESS, DALLAS, TX

Web Designer / Art Director | Dec 2000 - Jun 2005

Art directed and delivered a wide range of creative and award-winning projects from concept to finish including logos, branding, websites, print and marketing material and helped startup to medium size companies like Colortyme, Mercy Wine Bar, Big Mo Pro, Calabrese Associates, The Dallas Foundation, HeartPlace, Viseon, etc. to grow in their businesses online.

EDUCATION

The University of Texas at Dallas, Richardson, TX

MA in Emerging Media and Communication (EMAC) | Aug 2008 - May 2010

Iowa State University, Ames, IA

BFA in Graphic Design | Aug 1995 - May 2000

CERTIFICATION

Nielsen Norman Group

UX Certificate - UX#1018913 | Jul 9, 2017

Courses taken: Journey Mapping to Understand Customer Needs, Mobile User Experience, UX Basic Training, UX Deliverables, and UX for Responsive Sites



AWARDS

- 2005 The Webby Awards for Advanced Neuromodulation Systems, Inc.
- 2004 DFWIMA Excellence in Interactive Marketing Awards for Most Effective Online Brand Experience for Mercy Wine Bar
- 2004 WebAward for Outstanding Achievement in Web Development for Mercy Wine Bar
- 2004 Rockport's 1000 Graphic Elements for Details for Distinctive Designs for Thompson Advisor Group Notecard

VOLUNTEER

ARLINGTON CHINESE CHURCH, ARLINGTON, TX | 2000 - Present

- Designing and maintaining the church website and Facebook updates
- Designing posters for church events
- Event photography and videography
- Teaching Children's Sunday School (age 3-5)
- Offering counting and data entry