

Sandra Leong

Product Designer 📍 Berlin, Germany

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Experience

Product Design Team Lead @ Rypl.com Inc

April 2023 - present

- Delivering end-to-end experiences for a live stream and content creation community platform across responsive web, Android and iOS
- Built and managed a small design team
- Spearheaded the development and implementation of a scalable design system, driving consistency across products and reducing design delivery time by 40%
- Designed a messenger feature that boosted user communication and increased token spend by 5x

Product Designer @ Roverd

November 2024 - present

- Leading redesign initiatives to enhance user experience and strengthen brand presence across the website and B2B platform
- Introduced A/B testing and card sorting to validate design hypothesis and site information architecture leading to 60% decrease in dependency on customer service

Junior UX/UI Designer @ Flagright

January 2023 - March 2023

- Collaborated with cross-functional team to refine user flows and contributed to build of design system

Ecosystems Manager @ VHP Incubator

January 2021 - June 2023

- Led a cross-functional, remote team to translate business goals and user needs into a web-based LMS and community platform that supported learning initiatives and community building

Education

Master of Intl. Development

RMIT University

Post Graduate Dip. of Psychology

Deakin University

Bachelor of Psychology

HELP University College

Skills

UI Design

UX Design

Workshop Facilitation

Qualitative & Quantitative Research

Stakeholder Management

User Flow Mapping

Strategic Planning

Problem Breakdown & Discovery

Process Optimisation

Languages

English (Native)

Bahasa Malaysia (Native)

Bahasa Indonesia (Advanced B2)

Cantonese (Advanced B2)

German (B1)