

Kristy Leung

Product Designer

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EXPERIENCE

Microsoft — *Designer 2*

JUNE 2021 - PRESENT

Created new social experiences for users to socialize and connect using Microsoft Teams. Collaborated with the research team to conduct qualitative research studies and utilized methods such as user interviews and heuristic evaluations within an agile environment.

Electronic Arts — *Experience Designer*

AUGUST 2019 - JUNE 2021

Co-designed a cross-play experience system that allowed players on different devices and consoles to play together. This design system helped grow player engagement and defined cross-platform play principles for all EA games, including Apex Legends, Rocket Arena and Star Wars: Squadrons.

Co-designed a cross-platform design system for console and PC users. Its success resulted in leading a department wide presentation outlining the best practices to be adopted by other larger teams.

8it — *User Experience Designer*

OCTOBER 2018 - JANUARY 2019

Led qualitative research to support the team through a new product strategy and the development of a new roadmap. Used participatory design, diary study and interviewing methodologies to collect insights on how diners use digital services to choose a restaurant.

Shared research findings in weekly presentations to the team and facilitated discussions that helped foster a culture of user research across the team.

Edenspiekermann — *Interaction Designer Intern*

MAY - AUGUST 2018

Collaborated on a poaching prevention tool for United for Wildlife. Ensured that this tool was lightweight and accessible for rangers patrolling rural areas with limited technological access. This project was highlighted by the Duke of Cambridge at the 2018 Illegal Wildlife Trade Conference.

Visier — *User Experience Designer Co-op*

JANUARY - DECEMBER 2016

Optimized data loading time for engineers by reconstructing the information architecture of an internal data loading tool. Led a company-wide demo to guide engineers on the new system.

ABOUT

I am a product designer who creates human-centered systems and tools for different organizations. It is my belief that inclusivity and kindness are keys to equitable, purposeful and courageous solutions.

SKILLS

Tools

Figma, Sketch, Principle, Adobe Illustrator, InDesign, Photoshop, Invision, HTML5/CSS

Design

Interaction Design, Interface Design, Information Architecture, UX Documentation, Prototyping

Research

User Interviews, User Testing, Heuristic Evaluation, Competitive analysis, Empathy mapping, Tree Testing

EDUCATION

Simon Fraser University

BA in Interactive Arts and Technology
2012 - 2019