

# ANGELINE LEONG

UI + UX DESIGNER, VISUAL ARTIST

🌐 [therealanzie.com](http://therealanzie.com) | 📧 [zxangelina.l@gmail.com](mailto:zxangelina.l@gmail.com) | 📞 07818947671

UI + UX Designer with five years of professional experience in graphic design, passionate about accessibility and sustainability. **Currently pursuing an MSc in Human-Computer Interaction with a focus in user experience and design.** Excellent at delivering high-quality projects in a fast-paced, deadline-oriented, and collaborative environment.

## ▼ EDUCATION

### University of Nottingham

OCT 2022 TO SEPT 2023

MSc in Human-Computer Interaction (expected graduation in September 2023)

**Relevant Modules:** Human-AI Interaction, Collaborative and Communicative Tech, Fundamentals of Info Visualisation, Human-Computer Systems, Design Ethnography, Mixed Reality, Studying Human Performance, Advanced Methods in Human Factors and HCI

### Messiah University

MAY 2014 TO MAY 2018

Dual Bachelor of Arts in English and Digital Media

**Fall 2016:** Completed a semester-long academic research program on British Culture and the works of T. S. Eliot at Wycliffe Hall in Oxford University through the Scholarship and Christianity in Oxford Program

**HONORS: MAGNA CUM LAUDE, 3.89/4.0 GPA**

## ▼ RELEVANT WORK EXPERIENCE

### Freelance Work

MARCH 2020 TO PRESENT

Esports Players League

- ▶ Developed creative processes for 10+ projects from branding to completion while adhering to the ESPL brand.
- ▶ **Implemented concepts and guidelines to meet the requirements of 10+ ongoing projects** to add long-term value and improve collaborative efficiency.
- ▶ **Oversaw development of user journey and design systems for ESPL Arena.**

GrowthOps

- ▶ Researched and developed a more personable and user-friendly social media experience for client to encourage audience engagement and **resolve issues with visual inflexibility arising from the former design**, resulting in an increase in social media engagement by over two hundred unique users.
- ▶ Crafted **three campaign experiences from ideation to delivery** alongside a cross-functional team, designing holiday campaigns to reach a target audience of over 1 million users in the Malaysian Grab super app.

The Metal Cup Esports Tournament

- ▶ Conceptualized over a dozen infographics and streaming visuals to **simplify hard-to-parse information, increasing accessibility to unique tournament mechanics for ~25+ multilingual teams across North America and Europe** after identifying language barriers.

### Baltimore magazine

Assistant Art Director

FEB 2020 TO JUNE 2021

- ▶ **Promoted in under two years** from Editorial Designer for strong design and exceeding annual performance goals.
- ▶ Built partnerships with third-party art suppliers and talent worldwide, including Levy Creative and APImages. Further improved working relationship with the *Baltimore Sun*, reducing response time by two weeks through communicating thoughtfully and attentively.
- ▶ Secured brand recognition nationwide **through award nominations of design excellence in web design** despite increased pressure and staff shortage during Covid-19.

## ▼ TECHNICAL SKILLS

- ▶ Adobe Creative Cloud
- ▶ Voiceflow
- ▶ UI + UX Design
- ▶ Python
- ▶ Figma
- ▶ Wireframing
- ▶ UX Research
- ▶ R
- ▶ Agile methodology
- ▶ Ethnography

## ▼ SOFT SKILLS

- ▶ Client Communication
- ▶ Teamwork
- ▶ Adaptability
- ▶ Time Management
- ▶ Cross-functional Collaboration
- ▶ Team Leadership
- ▶ Problem Solving
- ▶ Creativity
- ▶ Attention to Detail

## ▼ HONORS, AWARDS AND PUBLICATIONS

ACADEMIC EXCELLENCE

**Postgraduate Excellence Award**

RECIPIENT

UNIVERSITY OF NOTTINGHAM

CITY REGIONAL MAGAZINE AWARDS 2021

**Multiplatform Storytelling**

FINALIST

"INTO THIN AIR" WEB ARTICLE (DESIGN)

FOLIO AWARDS 2019

**Design Team of the Year**

FINALIST

BALTIMORE MAGAZINE

ACADEMIC HONORS SOCIETIES

**Lambda Pi Eta, Sigma Tau Delta**

MEMBER

MESSIAH UNIVERSITY CHAPTERS