

Loke Han Feng (Binson)

Product Designer



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Kuala Lumpur, Malaysia

Binson is a digital product designer based in Kuala Lumpur, Malaysia. He was living with passion, enthusiasm, and simplicity. He has wanderlust and the courage to explore the world, and he believes his design thinking skills and UI/UX knowledge can broaden your view to success.

WORK EXPERIENCE

Product Designer

 Imagine

May 2021 - Present • 10 months, Kuala Lumpur

Directly collaborated with the Product team to prototype, design and deliver the seamless UI and UX experience with a lean design process: research, design, test, and iterate.

Freelance UX Researcher

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Dec 2021 - Feb 2022 • 2 months, Kuala Lumpur

Conducted a UX audit: research, UX side quest, UX heuristics, competitor analysis, user test, user report, and design.

Freelance Creative Designer

 Publicis Groupe

May 2021 - June 2021 • 1 month, Kuala Lumpur

Created visuals and GIF animation for brands such as social media, promo web and online ads. Developed visual language from scratch or following the branding guidelines.

Product Design Internship

 Maybank

Mar 2021 - May 2021 • 2 months, Kuala Lumpur

Designed wireframes, responsive hi-fi screens, assets for the Maybank 2U website. Created visuals following the branding guidelines for MAE mobile app.

Freelance Designer

 Freelance

May 2019 - June 2021 • 2 years, Kuala Lumpur

Developed a website with HTML, CSS, and JAVA. Created graphic elements and GIF animation for clients.

Industry Knowledge

Product Design
User Interface
User Experience
Interaction Design
Wireframing
Prototyping
UX Research

Tools & Technologies

Figma, Adobe XD, Illustrator, Photoshop, Maze, Zeplin, Unity, Google Analytics

Other Skills

HTML, CSS

Languages

Mandarin (native)
Bahasa (professional)
English (professional)

Awards

International Design Awards (IDA 2021)

- Silver in Interactive Media
- Honorable Mention in User Interface Design

Social

<https://linktr.ee/BinsonLoke>

EDUCATION

Diploma in Digital Media Design

 The One Academy

2018 - 2021 • 3 years, Kuala Lumpur

High School Certificate of Competence Program

 SMK Taman Selesa Jaya 1

2013 - 2017 • 5 years, Johor Bahru