

Kye Choong

UX/UI DESIGNER BASED IN MELBOURNE

Designer with experience delivering user-centred digital products across sport, government, and real estate sectors. Skilled in translating complex requirements into clear, accessible experiences through research-driven design, working closely with developers and stakeholders to deliver impactful solutions.

 www.kyec.xy

 kyecdesign@gmail.com

 [+61 425 622 441](tel:+61425622441)

 [LinkedIn](#)

WORK EXPERIENCE

User Experience Designer

Tennis Australia (Digital Transformation)

Feb 2025 - Present

Melbourne, Australia

- Designed and optimised unified sign-in and identity flows across Tennis Australia's digital ecosystem, improving usability, accessibility, and consistency.
- Contributed to the Figma-based Design System and supported updates in Adobe Experience Manager (AEM) to maintain a cohesive, on-brand experience across products.
- Partnered with engineers and vendors to align UX with security and technical requirements, enabling the successful migration of 29K+ user accounts to Auth0 and ensuring smooth QA and delivery.

UX/UI Designer

Replika Studios

Jun 2024 - Feb 2025

Sydney, Australia

- Lead creative direction for digital marketing in industrial and commercial real estate, aligning designs with client's business needs and vision.
- Collaborate with developers and 3D artists to build and deliver interactive web experiences, motion graphics, and immersive virtual training programs for Fire and Rescue NSW.

UX/UI and Digital Designer

NOIZ, Garden Eight

Jul 2022 - Oct 2023

Tokyo, Japan

NOIZ - Collaborated with an international, cross-functional team to design digital experiences for exhibitions, installations, and AR projects across Japan and abroad.

Garden Eight - Worked as a UI designer at an award-winning web design studio, creating site maps, wireframes, and layout flows for bespoke startup landing pages.

UX/UI Designer (Short term contracts)

Avertro, Roche

Apr 2021 - May 2021

Sydney, Australia

Avertro - Designed a lite version of the company's cybersecurity intelligence platform to attract SME clients, defining core workflows and onboarding flows.

Roche - Restructured the corporate website in collaboration with stakeholders, translating Roche's customer-centric brand into an intuitive digital experience.

Earlier experience in architecture

Ewert Leaf, Billard Leece Partnership

2016 - 2017, 2020 - 2022

Melbourne, Australia

As an architecture graduate, I collaborated with architects, engineers, and stakeholders to design functional, inclusive spaces, applying human-centred and iterative design principles to balance user needs, technical constraints, and regulations. This foundation now informs my approach to creating clear, intuitive UX solutions.

EDUCATION

UX/UI Design

Academy Xi

2021

Software Engineering

General Assembly

2023

Master Of Architecture

The University Of Melbourne

2018 - 2019

SKILLSET

Core UX

User-Centered Design

UX Strategy

Information Architecture

User Flows

Journey Mapping

Usability Testing

Wireframing

Research & Strategy

UI & Systems

Responsive Design

Accessibility

Visual Design

Design Systems

Tools

Figma

Photoshop

Illustrator

Adobe Experience Manager (AEM)

HTML5

CSS

JavaScript

React

Jira

Confluence

SPOKEN LANGUAGES

- English (Native)
- Chinese (Intermediate)
- Japanese (Conversational)