

JOCELYN NEO HUI LYN

Product Designer | UI/UX

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I'm a designer in love with the user. I have demonstrated history working with global teams and stakeholders. My strengths are designing thoughtful & efficient interfaces, and collaborating with others. I am passionate about building products that invoke delight beyond function and being resourceful in learning. Most importantly, I value growth, resilience and equity-focused design.

Areas of Expertise

UX Design (Figma, XD, Lottie)	Brand Identity Development	Equity-focused Design
UX Research	Employer Branding	Design Systems
Adobe Creative (Illustrator, Photoshop, After Effects)	Web Development (HTML, CSS, Javascript, C/C++, C#)	Shopify, Webflow, Wordpress, Wix

Career Highlights

Conversion Rate Optimisation: redesign of website's 'no results found' interface +179% click-through rate and +31% sign-up to email alerts.

Creative Swiss army knife: End-to-end designer & researcher, with video editing, game development, graphic design, social media, animation and branding skills.

Continuous Learning: Recipient of Women in Tech Malaysia Chapter Google Gemilang scholarship.

Professional Experience

Michael Page, UI/UX Designer

(November 2024 – Present)

- Sole UI/UX Designer in the global creative services team, handling the design & prototyping of 3 websites and campaign landing pages, working closely with web team and Group Director of Web Products in London, Barcelona and Buenos Aires.
- Pioneered the development and adoption of a scalable and accessible design system to allow standardisation from a single source of truth, streamlines developer handoff, and provides marketing teams greater autonomy.
- Founding member of company's accessibility squad, serving as champions for accessibility in designs across all collaterals, lead adoption of tools and processes to ease checking for WCAG compliance among creative and web teams.

Nestlé, Regional Digital Creative Associate

(May 2023 – February 2024)

- Serve as the lead creative in all projects in the regional Recruitment Marketing department to provide creative direction & communication strategy for Nestlé markets in Asia, Oceania & Africa.
- Communicate various stakeholders' business requirements to web development team and design user interfaces for various campaigns region-wide.

Freelance, UI/UX Designer

(March 2022 – Present)

- Conduct user research, competitive analysis, define requirements, provide UX copy and develop human-centred user experiences for local and overseas clients' websites.
- Provide user interfaces that are designed equity-first, in compliance with WCAG & A11Y Checklist.
- Develop wireframes, information architecture, animations, prototypes and design systems for client's website that is efficiently implementable by web developers.

Nestlé, Regional Creative Intern

(August 2022 – April 2023)

- Led the development of UI/UX for the Nesternship mobile app based on best user experience practices and standards.

Beebag MY, Animation Intern

(2021)

- Animated, composited and developed the storyline of advertisements for an app start-up.

Education

Bachelor of Engineering in Digital Media Technology (Honours)

Xiamen University Malaysia

50% Progression Scholarship

Graduated with Distinction (First Class Honours)

Languages

English: Native

Hokkien: Conversational

Iban: Conversational

Malay: Native

Mandarin: Conversational

Leadership & Activities

Creative Lead & Community Advocate, Friends of Figma KL Chapter (2025 – present)

Recently appointed to lead the creative team in developing all collaterals for FoFKL's events and social media. 1 of 5 advocates working together to organise design, research and product related events for the local design community and beyond.

Malaysian Student's Global Alliance, Assistant Vice President of Media & IT (2020 – 2021)

Responsible for the design of all digital media products and physical publications for MSGA operations under tight deadlines & high-pressure environments.

United Nations, Volunteer Graphic Designer (2021)

Provided support to the Bangkok Regional Hub's Development Programme as an online volunteer. Tables and graphics provided reduced 50% of unnecessary information and noise in their annual report for Vietnam's Sustainable Development Goals while adhering to the formats and guidelines specified by the UN.

XMUM Website Development Departmental Unit, Leader of Graphic Design (2020 – 2021)

Work in a team of international & local students to design the new university website from the ground up that is accessible to all audiences and functional in its beauty.

Xiamen University Malaysia Clubs, Graphic Designer (2018 – 2022)

Affiliated clubs: Ultimate Frisbee Club, Football Club, Basketball Club, Rotaract Club, Xiamen Business Association

- Clubs like Rotaract and Ultimate Frisbee saw 40% growth in membership, with two event posters being nominated for Most Creative Publicity and Best Impact Event by the university.

Awards

- National Symposium on Human Computer Interaction, Gold, Best Poster & Video (2022)
- Young Malaysian Engineers Hackathon, Finalist (2021)
- XMUM Hackathon, First Place (2021)
- Maybank Digital Race, Second Place (2020)
- XMUM MBA Short Film Competition, First Runners-Up (2019)
- Anugerah Kecemerlangan Kokurikulum, 4th place nationally & 1st place in state (2017)
- World Young Inventors Robotics Exhibition, Gold Award (2017)
- Rotary Club Malcom Williams English Competition, Best Essay, Best Poetry Recital, Best Public Speaker (2017)
- FIRST Lego League Asia Pacific Robotics Championship, 2nd place & Presentation Award (2016)
- Top Academic Student of SMK Bintulu (2015 – 2017)