

KEN LEUNG

UX / UI DESIGNER

INDUSTRIES

Banking • IT Systems
Insurance • Short- Term Insurance
Media
NGO/NPO • Social Media
Retail • eCommerce

SKILLS

Interaction Design
Quality Assurance and Testing
Typography and Iconography
User Experience Design
User Interface Design
Visual Design

TOOLKIT

Adobe After Effects
Adobe Premiere Pro
Affinity Photo and Design
Figma
Unity

QUALIFICATIONS

Bachelor's Degree • Multimedia Design • 2011
Diploma • Multimedia Design • 2010

CERTIFICATES

Certified Usability Analyst • 2019-01-01

DEMOGRAPHICS

Gender: Male
Race: White
Disability: None

PROFILE SUMMARY

Ken Leung's approach to user experience is deeply rooted in human psychology, recognising that each individual perceives technology differently. He believes that while trends may seem appealing, they lack longevity. His commitment to continuous learning and fine-tuning designs ensures that user-centric solutions are at the forefront of his work. Ken's design philosophy centres on making a lasting impact while adhering to established parameters, seamlessly blending creativity with practicality. He possesses a visionary mindset, often contemplating the boundless possibilities that come with unrestricted creativity, which drives him to innovate within constraints.

PROJECT EXPERIENCE

Absa • Banking

ATM Leads Us on Us • UX / UI Designer • 2025-06-23 • 2025-09-30

Project Overview: At Absa, the introduction of tailored Offers for existing customers on ATMs has optimised customer experience by reducing branch queuing times for inquiries related to Loans, Credit Cards, and Wills. This innovative solution enables customers to navigate product selection and consent to follow-up communications seamlessly. Following this process, dedicated consultants engage with customers to provide personalised support, enhancing service delivery and fostering stronger client relationships. This initiative exemplifies Absa's commitment to improving customer accessibility and streamlining banking transactions.

Responsibilities: In his role, Ken Leung assists and guides product owners and analysts in optimising the user experience of ATM product offerings. He focuses on enhancing copywriting and streamlining user flows to create a more intuitive and efficient experience. His contributions ensure that users benefit from clear, concise communication and seamless interactions with ATM services, ultimately driving customer satisfaction and engagement.

Absa • Banking

ATM Mobile Suitcase • User Interface Designer • 2025-04-06 • 2025-09-30

Project Overview: Absa introduced the Mobile Suitcase, a portable ATM designed to enhance convenience for corporate clients. This innovative solution enables businesses to execute standard ATM functions while providing the unique ability to issue replacement bank cards instantaneously. The Mobile Suitcase not only improves customer service efficiency but also addresses the growing demand for on-site banking solutions, significantly benefiting corporate operations.

Responsibilities: Collaborates with analysts to enhance the efficiency of existing ATM transaction flows. Ken successfully streamlines these processes, ensuring alignment with corporate identity standards. By engaging directly with the physical products, he optimises workflows not only for ATMs but also extends these improvements to self-service kiosks, thereby enriching the overall user experience.

TESTIMONIALS

Online Butcher SA

Kenny has provided many design needs when it comes to social media content, videos and his biggest trait being UX and UI. Quality in every area, expertise that match even the best software designs out there. Able to adjust accordingly to what's needed by the client or if there are any limitations.

Absa

Ken has been such a valuable addition to the team. He's always willing to assist, jump in and get things done. He's working on an extremely complex project and has tackled it with discipline, structure and enthusiasm. He's a pleasure to work with.

Absa (Talia Lancaster)

Ken never fails to impress us. He's hard working, knowledgeable and really cares about the work he does. He's been a valuable UI and UX Designer on the RMM, Q-Smart and Have your Say projects. In addition to this he is always happy to assist with any additional work – such as design for communications, etc.

He has also played an active role in building our Design libraries, learning Figma so that we can make a strategic move across to that tool, etc.

Happy to have Ken as part of the team

Absa (Chantal Greyling)

Ken did a phenomenal job in designing our new hoodie illustration. I can't thank him enough, for all his efforts, passion and team player attitude! Thanks Ken!

Absa (Minette Botha)

Thanks Ken, you are a star working very hard in the background. We appreciate your commitment!

Nhluvuko Matyebile

Sometimes I ask myself if I am working with a person or something, your ability to take on new work and how amazing your designs are inspires me and the the team. You are a GOAT.

Yazeed Khan

Ken has consistently delivered value on time, his commitment to the overall deliverables and quality of work is important to note. Thank you Ken.

Paris Naidoo

Thank you for all your help Ken. I so appreciate your assistance and teachings in UX. You are a great teacher!

Absa • Banking

Performance Management Tool • Lead UX/UI • 2025-02-17 • 2025-09-30

Project Overview: A web-based management tool designed to facilitate high-level reporting across branches in South Africa. This innovative platform serves as a crucial resource for managers at various levels, including regional, provincial, and branch managers. By streamlining reporting processes, the tool enhances decision-making and operational efficiency within the organisation.

Responsibilities: Supported business analysts by identifying and implementing best practices in report management. Collaborated closely with developers on user interface designs, ensuring seamless workflows while effectively navigating the constraints of various libraries.

Absa • Banking

Communication and Design • Multi-Disciplinary Consultant • 2020-11-30 • 2025-09-30

Project Overview: Take on additional work to support the communication and design team. Reaching out to them when there is capacity to assist and work closely with the communication team to provide social media, content and templates for the different teams in Absa.

Responsibilities: Work across different mediums. Video editing, rewriting content, facilitating sessions, design newsletter and provide fresh visual content for the company's social media platform, Workday.

Absa • Banking

Resource Management Model • UX / UI Designer • 2020-11-16 • 2025-09-30

Project Overview: Design an internal resource management tool for the client with the goal and intention to provide high-level dashboards for regional managers down to inspecting the finer details of each individual bank site for branch managers. The expectation is to manage the assets, resources and employees of bank branches while identifying where the loss and exceeded hours may occur to cut down on unwanted costs.

Responsibilities: Provide UX designs in the form of wireframes and advise on best possible actions and flow prior to designing interfaces for the system tool. Collaboration with analysts, business and developers is a big key point to ensuring the project has little to no disruptions. Provide support for the front-end developers regarding the designs and run workshops with all parties, to ensure that everyone on the project is on the same page.

Absa • Banking

ATM IT3 Tax Certificates • UX / UI Designer • 2025-06-23 • 2025-09-12

Project Overview: Ken Leung played a pivotal role in the implementation of an innovative feature at Absa, enabling customers to email or print their tax certificates at participating ATMs. This initiative not only streamlined the tax certificate retrieval process but also provided users with the flexibility to settle outstanding tax payments through scheduled weekly or monthly instalments. This enhancement significantly improved user experience and accessibility, reinforcing Absa's commitment to customer-centric banking solutions.

Responsibilities: Ken Leung successfully optimised user flow and strategically recommended documentation placement within the constraints of ATM screen real estate. He played a pivotal role in revising content to reflect corporate identity, ensuring that the user interface aligned seamlessly with Absa's updated branding. This involved a thorough analysis of user experience to enhance accessibility and clarity, ultimately driving improved customer interactions. His expertise in aligning visual elements with corporate standards contributed to a cohesive user experience that reinforced Absa's brand image.

Absa • Banking

Have Your Say Platform • UX / UI Designer • 2021-04-01 • 2024-07-12

Project Overview: Took over the UI designs for the Have your say, colleague satisfaction questionnaire and survey. This project entails a system form that would appear on each staff's screen to check-in with them to gain a better understanding of morale and mental health during the pandemic. This survey would give a high-level view where the bank could offer more support in.

Responsibilities: From a previous design, this was used as a template for future designs. Have your say would have dynamic questions. Depending on the answer, it would show additional questions. Form fields would vary on what had been selected and best UI practices had been applied. UX content formatting was taken into consideration. Further UI enhancements and video content are in the future pipeline.

Absa • Banking

Control Exceptions Platform • Lead UX/UI • 2023-11-01 • 2024-07-08

Project Overview: Ken collaborates closely with project analysts to design a front-end solution driven entirely by backend data. He prioritises user experience by crafting efficient user journeys that are customised to meet the specific needs of target end users.

Responsibilities: Ken Leung is responsible for translating back-end data processes into seamless front-end user experiences. He optimises journey flows to enhance usability, ensuring that development teams have a clear understanding of processes. This clarity enables swift adjustments to designs, aligning with Agile methodologies and facilitating a responsive development environment. His proactive approach ensures that user interactions are intuitive and efficient, ultimately driving project success and improving stakeholder satisfaction.

Absa • Banking

Sessions facilitator • Facilitator • 2021-05-03 • 2023-03-31

Project Overview: A relatively new task undertaken. Engagement across the company is quite low from the pandemic. People work remotely and there is a loss of connection with one another. Analysing the comment and feedback will help research in improving responsiveness.

Responsibilities: Running and facilitating workshops and sessions across Absa. Team retros and whiteboard sessions for the developers, training and social sessions with employees. The aim is to work on the engagement of the different teams and adjust from the feedback for future sessions and workshops.

Absa • Banking

Q-Smart • UX / UI Designer • 2021-08-26 • 2022-02-01

Project Overview: Optimise the experience and visuals with the branch queue ticketing system that was implemented during the pandemic. The ticketing system is on a tablet device, design would need to be both fixed for the device and allow responsivity for desktop users.

Responsibilities: Analyse the issues and come up with solutions that would better optimise the experience for the data collector on said tablet devices. These suggestions would include setting technical parameters for the input fields, to prevent accidental typos and inputs, ensuring the safety and protection of customers, reduce time to capture and so on.

Absa • Banking

Free Wi-Fi Designs • User Interface Designer • 2021-06-09 • 2021-06-10

Project Overview: Create a design for both customer and employees for the free Wi-Fi offered at bank branches. Customers may enjoy a complimentary 30 minute Wi-Fi session. Employees will be able to login to the network through their work credentials. A decision from the IT department to merge both functions in one screen.

Responsibilities: An urgent request from the IT department. The UI design needed to reflect Absa's brand and make it more enjoyable for any user. The guest and employee logins were separated and indicated the different form fields along with the different states. All assets and style guides were provided. This was completed in two days.

Telesure Investment Holdings • Financial Services

Auto & General App • User Interface Designer • 2019-02-04 • 2019-09-30

Project Overview: Insurance is a necessary evil. The goal of this project was to redesign the insurance app from the ground-up. Not only in what it originally did but introduce new, better features with ways to engage with the customers. The new app introduced better transparency with roadside assistance, managing your insurance policy from your device rather than logging onto the website. Better customer relations by giving out coffees, on the house.

Responsibilities: Work closely with the UX lead, brainstorming new ideas and collaborate with developers. Discovering possibilities and impediments ahead of time before going into design. Worked in an Agile approach, constantly being 3 or more weeks ahead of development time. Attended retros to keep in-check as to how development went and would provide support if any issues would come up. Provide reports with the analyst and UX lead to stakeholders. Supported user testing, through interactive and paper prototypes

Telesure Investment Holdings • Financial Services

Dialdirect Driving App • UX / UI Designer • 2018-02-05 • 2018-06-01

Project Overview: Analytics had shown customers with the app would install, drive a total of 8 trips, uninstall and reinstall again in a new month. The concept was to create a more gamified "30-second loop" to keep customers hooked with the app. This insurance "game" could be shared with non-Dialdirect customers to improve the engagement with the goal to attract more customers.

Responsibilities: Initially tasked with the UI design, it expanded to creating a gameloop that would keep customers engaged with the app and prevent uninstall, reinstall loops. This gamification came in the form of driving better, with milestone trips tied to better bonuses. Rewards came in the form of coffees, coupons, trips, entries for prizes and the most esteemed custom-made virtual car avatars that could be seen by everyone but only earned by the best drivers in South Africa.

EMPLOYMENT EXPERIENCE

iqbusiness

UX / UI Designer • 2020-11-16 - Current

Responsibilities: Consult with business and/or project managers with the best possible solutions to the problems their business faces. Collaborate with analysts and developers to find the perfect working mesh. Deliver the project to the client either as a MVP with further maintenance, or completed with continued support.

Telesure Investment Holdings

User Interface Designer • 2017-09-01 - 2019-09-30

Responsibilities: Redesign short-term insurance sites and apps, implement UX changes. Develop gamification to raise engagement in apps. Mentor junior UI designers. Provide support to developers.

Mail & Guardian

Designer • 2011-12-19 - 2017-08-31

Responsibilities: Create online-specific content. Moved into overhauling the website and implementing paywalls. Assisted several departments for cohesive transition between traditional and online mediums.
