

Chenyuan(Leo) Cui

Interaction Design & Creative Technology

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EXPERIENCE

HSBC

Senior Creative Technologist

Jan. 2022 - Present, Shanghai

- Lead the setup of design-development collaboration on Generative UI, ensuring successful PlatformHub delivery.
- Lead and develop design toolings that significantly help designers and engineers to improve efficiency and quality.
- Key driver of design token maintenance and adoption across Figma and engineering, ensuring project delivery at a solid foundation level.

Learnta Inc.

Design Lead

Sept. 2017 - Dec. 2021, Shanghai

- Led the User Experience Design Team at Learnta for 4 years, delivering impactful designs for an AI learning platform catering to K12 students.
- Managed complex design challenges, resulting in a more than 100% increase in user satisfaction scores.
- Championed a user-centered design approach, significantly improving accessibility for diverse learners.
- Cultivated a proactive team culture, encouraging collaboration and innovation beyond standard responsibilities.

Hypereal VR

Senior Interaction Designer

Oct. 2016 - Sept. 2017, Shanghai

- Led multiple VR projects, including interaction design, visual design and innovative prototype development.
- VR Projects: DirecTool, CastBox, Lindori, Hyper/Scope.

Leo Burnett Company, Inc.

Creative Technologist (Associate Software Engineer)

Sept. 2014 - Dec. 2015, Chicago, IL

- Collaborated with creative, business analyst, project manager and content strategist to deliver compelling digital products.
- Specialized in building interactive and engaging digital applications.
- Main clients: Intel, Art Institute of Chicago, Oracle, Off the Street Club, Sprint.

EDUCATION

Savannah College of Art and Design

2011 - 2015, Savannah, GA

Master of Fine Art (M.F.A.),

Interactive Design & Game Development
(Focus: Human-Computer Interaction)

University of California, Davis

Sept. 2010 - Dec. 2010, Davis, CA

Exchange Program

(Focus: Computer Science & Design)

Zhejiang University

2007 - 2011, Hangzhou, China

Bachelor of Engineering (B.E.),

Digital Media Technology

(Focus: Computer Science, Digital
Communication & Multimedia)

SKILLS

Professional Skills

Team Leadership, Project Management,
Stakeholder Communication, UI/UX Design,
Web, Mobile & Tablet Development,
Installation & Game Development

Software Skills

Figma, Sketch,
Adobe Creative Suite,
Axure, Balsamiq,
Processing, Arduino

Programming Skills

HTML5(CSS3 & JavaScript),
C, C++, Objective-C, Swift,
ActionScript 3.0

LANGUAGES

English (Professional)

Mandarin (Native)