

Winnie Wong

UX/UI Designer | www.wwydesignlab.com

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EXPERIENCE

University of the Arts London, London — UX Designer

JAN 2021 - PRESENT (Permanent)

Working in an Agile development environment, design, manage and provide support for UAL's core digital channels based on analytics and user behaviours. Creating UX documents including user flows, site maps, wireframes and prototypes. Collaborating with UX researchers and alongside developers and content editors in the Digital Team.

Key Achievements:

- Created a new UX design solution for the Graduate Showcase
- Ongoing development of the UAL pattern library and UAL products

HSBC Bank, London — UX/UI Designer

MAY 2020 - AUG 2020 (Contract)

Managed the design processes in agile design sprints. Created and rolled out a new internal system for the customer service and data science department by utilising Artificial Intelligence for Hong Kong and China markets. Succeeded in increasing quality analyst experience and drastically cut the time of problematic call detection.

Verizon, London — Creative Designer

AUG 2019 - JAN 2020 (Part-time)

Displayed project creativity acumen to design and coordinate on Yahoo Rebranding project. Liaised and conferred with the UK and US design team to design UX/UI, brand guidelines, digital materials for the UK and Europe markets.

Yahoo, Hong Kong — Senior Creative Designer

JUN 2016 - JUN 2019 (Permanent)

Supported Hong Kong Marketing, eCommerce and Taiwan Design Team to create UX/UI, brand and advertising materials for Hong Kong and APAC markets.

Key Achievements:

- Commended by senior management for exemplary performance and won the Google 2019 Most Popular APP and Best Life Helper APP Award in Hong Kong.

EDUCATION

University of The Arts London

— MA User Experience Design
2019 - 2020
Distinction (Grade A+)

Technological and Higher Education Institute of Hong Kong — Bachelor of Arts

(Honours) in Advertising
2013 - 2017
CGPA 3.43/ 4 (Grade A), two Dean's Lists, four Talent Development Scholarships

SKILLS

Figma, Adobe XD, Sketch, Illustrator, Photoshop, InDesign, After Effects, Premiere, Final Cut Pro, Basic HTML and CSS

AWARDS

Yahoo Hackday — Champion
2018

Red Dot Design Award — Winner in App Design 2017

Adobe Design Achievement Awards 2017

Yahoo University Program — First Runner Up 2016

LANGUAGES

English, Cantonese, Mandarin

ADDITIONAL EXPERIENCE

Usborne Foundation, London — *UX/UI Designer*

SEP 2021 - PRESENT (Freelance)

Created new re-branded marketing websites and supported ongoing development on design systems for Teach Your Monster Games.

IBM iX, London — *UX/UI Designer*

APR 2020 - JUL 2020 (Master's degree client project)

Developed and utilised expert-level knowledge and experience of physical-to-digital to counter some of the alienating effects of remote working online.

Culture Mile, London — *UX Designer*

JAN 2020 - APR 2020 (Master's degree client project)

Tackled design challenges by transforming the user experience of Gilbert Bridge @Barbican through the successful combination of human movement, music, culture, and community.

Publicis Worldwide, Hong Kong — *Digital Designer*

JUN 2014 - FEB 2015 (Internship and freelance)