

WING YAN WONG WINNIE

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London/ Hong Kong

UX/UI DESIGNER

Innovative thinker with broad expertise in strategic, operational, and technical delivery of large-scale IT services

PROFILE

Highly skilled designer, with proven aptitude to drive product launch plans and influence marketing, UX, UI, and development on product specification and requirements. Possess robust expertise in software integration, professional software development processes, and project's technical feasibility assessment. Proficient and knowledgeable in analysing existing programs and redesigning technical solutions, by utilising strategic thinking to create a positive effect for the overall benefit of the company and teams.

COMPETENCY

Product Design
User Experience
User Interface Design
Online Advertising
Brand Management
Social Media Management
Cross-team Collaboration
Issues & Dispute Resolution

MARKET EXPERIENCE

United Kingdom
Europe
Hong Kong
China

LANGUAGES

English
Cantonese
Mandarin

WORK

University of the Arts London — UX Designer

Hong Kong & London | Jan 2021 – Present (Permanent)

Working in an Agile Development Environment, design, manage and provide support for the UX direction for UAL's core digital channels based on analytics and user behaviours. Creating experience documents including user flows, site maps, user journey maps, logic flows, wireframes and prototypes. Collaborating with a UX researcher and alongside developers and content editors in the Digital Team.

Key Achievements:

- Created a new UX design solution and upload system for the Graduate Showcase.
- Ongoing development of the UAL pattern library
- Improving the UX design process and Design Sprint planning

HSBC Bank — UX/UI Designer

Hong Kong & London | May 2020 – Aug 2020 (Project Contract)

Managed and aligned all the aspects of design process, including research, data analysis, ideation, user flow and wireframe making, prototyping, usability testing, model making, and user interface design. Fostered congenial relationships and partnerships with data science, engineer, customer service, and marketing team for Hong Kong and China markets.

Key Achievements:

- Created and rolled out a new internal system for customer service and data science department by utilising Artificial Intelligence.
- Succeeded in increasing quality analyst experience and drastically cut the time of problematic call detection.

VERIZON MEDIA — Creative Designer

London | Aug 2019 – Jan 2020 (Part-time)

Displayed project creativity acumen to design and coordinate on Yahoo Rebranding project for Yahoo, Yahoo Sport, Yahoo News, Yahoo Mail, Yahoo Finance, and Yahoo Style. Liaised and conferred with U.K. and U.S. design team to design and create UX/UI, website, app, brand guideline, digital banner, email newsletter, event, flyer and print ads for U.K. and Europe markets.

YAHOO — Senior Creative Designer

Hong Kong | Jun 2016 – Jun 2019 (Permanent)

Designed Yahoo App, Yahoo Rewards Membership, Yahoo eCommerce, Yahoo TV, Yahoo Buzz and Yahoo University Program. Supported Hong Kong Marketing, eCommerce and Taiwan Design Team to create UX/UI, website, app, brand guideline, digital banner, email newsletter, event, flyer, print ads, animation and video 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.
- Achieved 600K mobile daily active users in Q4 2017 and Over 900,000 no. of News App Download by creating and deploying various digital campaigns to increase download for Yahoo News App.
- Organised and chaired first-ever eSports Event on Yahoo Hong Kong as well as reconnected Yahoo with core young game lovers aged 16-24.
- Achieved cross-region live with 450K views and over 90 positive stories from TV, Print, online, and social media.

Continued...

UX METHOD

Persona, AEIOU, Speed Dating, Body Storming, Behavioural Mapping, Artefact Analysis, Storytelling, Storyboarding, Wireframing, Prototyping, Affinity Diagram and Usability Testing

UX/ UI DESIGN

Figma, Adobe XD, Sketch, InVision, Framer, FlowMapp, Zeplin and Flinto

USER RESEARCH & TESTING

Lookback, Google Analytics and Hotjar

GRAPHIC, ANIMATION & VIDEO

Illustrator, Photoshop, InDesign, After Effects, Premiere and Final Cut Pro

CODE

Dreamweaver and Atom
Basic HTML and CSS

COLLABORATION

Miro, Mural, Jira, Trello, Slack, Microsoft Teams, Zoom, Skype and Google Hangouts

WORK

Additional Experience:

IBM iX — UX/UI Designer

London | Apr 2020 – Jul 2020 (Master's Degree Client Project)

Ensured the effective management of design process including research, data analysis, user flow and wireframe making, ideation, prototyping, model making, usability testing, UI design and presentation to clients. Cultivated and sustained robust working relations with three UX designers and IBM iX team.

Key Achievements:

- 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 — UX Designer

London | Jan 2020 – Apr 2020 (Master's Degree Client Project)

Rendered exceptional support and assistance to three UX designers to build and promote a multi-channel experience for Culture Mile to engage new audiences. Worked on the whole design process including data analysis, ideation, prototyping, model making, usability testing and presentation to clients.

Key Achievements:

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

PUBLICIS WORLDWIDE — Internship, Digital Designer

EDUCATION

University of The Arts London — MA User Experience Design

London | Dec 2020

Project Grades A+, A, A, B+, B+

Thei — Bachelor of Arts (Honours) in Advertising

Hong Kong | May 2017

CGPA 3.43/ 4 (A), Two Dean's Lists, Four Talent Development Scholarships

AWARDS

Yahoo Hackday — Champion

Hong Kong | Dec 2018

Red Dot Design Award — Winner in App Design

Germany & International | Aug 2017

Adobe Design Achievement Awards — Two Semifinalists in Commercial - Packaging Design, Commercial - Video Editing / Post-Production

Las Vegas & International | Jun 2017

Yahoo University Program — First Runner Up

Hong Kong | Apr 2017