WING YAN WONG WINNIE

https://www.wwydesignlab.com/
+44 (0) 7874 740757
wwydesignlab@gmail.com

London/ Hong Kong/ China

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

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.
- Delivered active functional support in improving the risk and operation control functions.
- 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 Shopping, 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:

- Planned and executed design process, including research, ideation, prototyping, and execution.
- 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.

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.

UX METHOD

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

UX/ UI DESIGN

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

GRAPHIC, ANIMATION & VIDEO

Illustrator, Photoshop, InDesign,

After Effects, Premiere and Final Cut Pro

CODE

Dreamweaver and Atom

Basic HTML and CSS

WORK

Additional Experience:

IBM iX — *UX/UI Designer*

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

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+

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