

William Wong

Product Designer | User Interface / User Experience Designer | Graphic Designer

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Job Objective

Seeking a position as a designer in your organization to regularly develop solutions that create sufficient impact and motivation at the center of your customer's experience.

Highlights of Qualification

- Combined work and customer service experience for over 15 years.
- Communicated creative solutions to client products involving user interfaces, experiences and accessibility at Pure Percent.
- Experienced in designing and understanding mobile UX/UI website patterns for Pearson Education and Seneca College.
- Produced visual ideas for presentation to determine strategies and roadmaps at Infrastructure Ontario.
- Managed in problem solving as a graphic design team lead at a printing company called Mebs Printing Pluss.

Skills

Software: Adobe Creative Suite (*Acrobat, Illustrator, InDesign, Photoshop, XD*), Axure, Balsamiq, Figma, Framer, Invision, Lucid Chart, MS Office (*Excel, Powerpoint, Word*), Sketch, Zeplin

Programming: AEM (*CMS*), Bash, Bootstrap, HTML/CSS, JavaScript (*JS*), JSON, MySQL, PHP, React, SASS (*SCSS*), WordPress

Design: Graphic Design, High Fidelity Mockup, IOS/Android App Design, Low Fidelity Mockup, Mobile Design, Sketching, Storytelling, User Experience, User Interface, Video Editing, Web Design, Wireframing/Prototyping

Others: A/B Testing, Accessibility (*AODA/WCAG*), Branding, Illustration, Persona, Research, Storyboarding, User Journey, Website Workflow

Education

Seneca College of Applied Arts and Technology

Toronto, ON | May 2013 - April 2017

Bachelor of Software Development (Honours Bachelor of Technology)

Seneca College of Applied Arts and Technology

Toronto, ON | January 2011 - April 2013

Computer Programmer (Ontario College Advanced Diploma)

Seneca College of Applied Arts and Technology

Toronto, ON | January 2004 - April 2007

Graphic Design (Ontario College Advanced Diploma)

Award

Pearson Canada STAR: Innovation Award

Toronto, ON | May 2020

Exhibited original, creative concepts and ideas to develop a new product, service or process that drives the successful growth of the business.

Work Experience

Pure Percent Inc. – Web Developer & UI/UX Designer

Toronto, ON | July 2013 - Present

- Providing clients with current design trends, strategies and innovations for effective quality website marketing.
- Producing quick wireframes to demonstrate and help clients understand any visual obstacle.
- Presenting stakeholders with A/B testing scenarios in their products to observe and gather data to improve the product.
- Estimating the time it takes to complete certain tasks or entire projects.
- Understanding user's motivation and needs to provide problem solving decisions on current challenging product issues.
- Consulted clients about best practices of user interfaces and user experiences on their products.
- Accomplished in composing responsive design websites under strict deadlines while maintaining a passion for quality.
- Communicated with clients about research insights and openness to feedback that can revise their overall products.

Pearson Education Canada – UI/UX Designer (*Product Designer*)

Toronto, ON | July 2017 - November 2020

- Brainstormed user interface ideas, used user workflows and journeys to constantly improve many web application products.
- Researched concept methodologies to present design and functionality on products that are to be newly built.
- Incorporated W3C accessibility (WCAG) for all products to accommodate people that have disabilities.
- Constructed web user experience and interface components in an agile design process for responsive eBooks (*ePubs*).

Infrastructure Ontario – Marketing, Business Strategy & Communication Associate

Toronto, ON | May 2016 - August 2016

- Constructed corporate graphic design materials for branding the organization.
- Updated and maintained current website with new content from advisors.
- Integrated old website documents to be used for the new website in development.
- Did quality assurance and user experience expertise to meet accessibility (*AODA*) on public materials.

Seneca College of Applied Arts and Technology – Web Developer, Graphic Designer & Teacher Assistant

Toronto, ON | January 2013 - January 2016

- Created learning adaptive websites for professors to be used as teaching materials.
- Assisted in professor seminars and presentations.
- Maintained the Teaching & Learning WordPress website in addition to creating front end graphics.
- Produced online forms and posters to notify people about upcoming Teaching & Learning events.

Active Media Works – Web Designer

Toronto, ON | December 2006 - December 2015

- Handled the process of slicing images and optimizing websites for people with a slow web traffic connection.
- Provided backup Web Master support with tasks such as updating content and changing images.
- Helped the organization with current strategies for effective quality brand marketing in both physical and digital formats.
- Presented clients with fast, detailed sketches or prototypes for feedback before the actual design phase.

Mebs Printing Pluss Ltd. – Graphic Designer

Richmond Hill, ON | November 2007 - December 2010

- Adept with layout artist and prepress procedures such as colour-separation and screening.
- Provided helpful insights and opinions on B2B marketing materials as a design consultant.
- Completed ads and brochures for the GLGI charity as a team leader.
- Partnered with other design firms to complete window posters and vehicle vinyl wraps for Money Plus.

References

- Available upon request.