

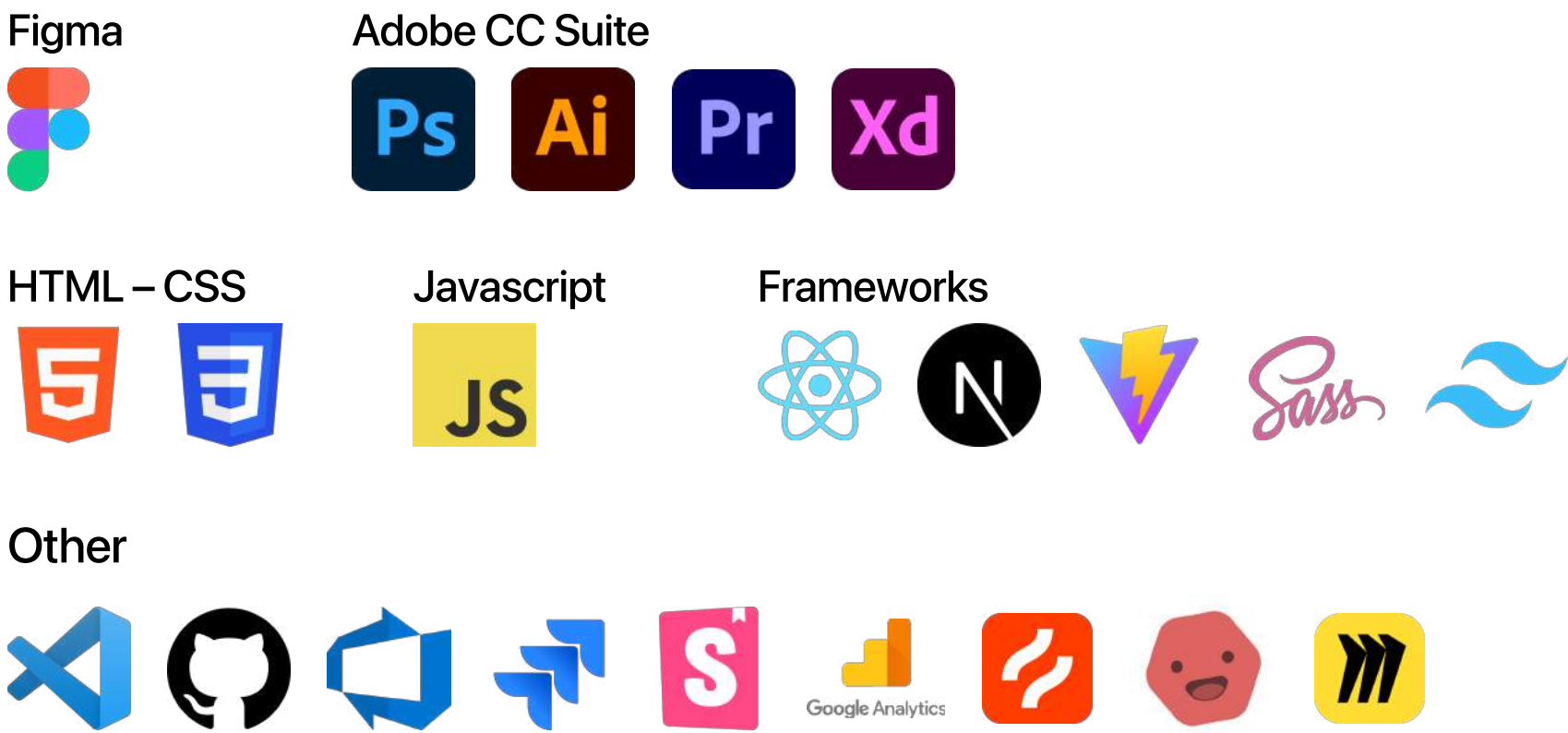
Abraham Wong Resume

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Summary

Design – 10 years
Digital/UI/UX – 5 years
Front end – 1 year

- ✓ Accessibility certified
- ✓ Scrum certified



UI/UX Design

- Strong UI, UX and HCD skills in designing components and prototypes
- Experience in UX interview and research
- Lofi and Hifi Prototyping
- Component design and development
- Design thinker, a big fan of Figma, and everything UX

Front-end

- Experience with HTML, CSS and JS
- Experience in developing and deploying React projects
- Knowledge of modern JS frameworks and broader programming trends

Business Analysis

- Requirement gathering, scoping and documentation
- Collaborative stakeholder engagement, online and face to face
- Product roadmap
- Process driven product management

Education

- Bina Nusantara University – Bachelor of Computer Science (2002–2006)
- RMIT University – Master of Communication Design (2013–2014)

Professional Experience

Digital CX Specialist (2019-current) – The Salvation Army Australia

- Reporting to Digital CX Manager on designing, maintaining and updating the core digital experience of The Salvation Army’s national website and related digital journeys and customer experiences with over 6 million page views annually and 300k monthly users.
- Deep knowledge of Figma for the creation of wireframes, low fidelity prototypes and high fidelity prototypes for technical and non-technical stakeholders.
- Conduct UX research and deliver UX artefacts to inform, advise and support digital executions and broader stakeholders on CX/UX decisions and digital project deliveries.
- User journey, user flow, and customer experience mapping for major national fundraising and awareness campaigns.

Experience cont.

- Design and development of CMS UI components and web pages (PHP LAMP stack)
- Scrum Master certified, actively participating in and delivering Scrum artefacts and ceremonies in bi-weekly Agile sprints.

Digital Designer (2017-2019) – Kuga Electrical

- Digital designer reporting to the Business Owner/Director, responsible for the design and execution of digital marketing initiatives in B2B and B2C renewable energy industry.
- Supported business growth resulting in 40% lower Cost per Lead and \$400k revenue in the first month of product launch in a saturated and competitive B2C residential solar market.
- Delivered UX and UI design for B2C and B2B websites.
- Supported ideation and delivered rapid prototyping for B2B softwares and applications.
- Championed UX and the voice of the customer to support marketing initiatives and user engagement.

Designer and Content Producer (2016-2017) – Natvia Flujo Pty Ltd

- Reporting to the Creative Director to support and execute the delivery print and digital designs.
- Played a key role in establishing a successful shareable social content strategy for a leading health food brand, responsible for producing content and creating engagement for social media channels.
- Provided design support and collaborated directly with external agencies and suppliers in major ATL advertising campaigns.

Freelance Designer (2014-2015) – Freelance and contract works





- Worked with SMEs and creative agencies to deliver branding solutions and communication collaterals from starting ideation processes to finalised deliverables.

Part-time Graphic Designer (2013) – ITW Polymers & Fluids Australia

- Reporting to National Marketing Manager to deliver design support for the national marketing team.
- Supported brand and packaging design refresh for a line-up of leading products with 50+ years history in the Australian market.

STAR Spotlight

Responding to complex and urgent request to test and launch a digital fundraising product for The Salvation Army.

<div></div> <div><p>Team receives urgent request to respond to a campaign opportunity</p><p>The Digital CX team received an urgent request to develop a suite of web pages as digital products for a campaign involving multiple external partners and major national sponsors.</p></div>	<div></div> <div><p>Identify critical tasks collaboratively with stakeholders</p><p>I took the initiative to engage with the broader team and work with internal stakeholders to identify opportunities and pit falls by gathering requirements and studying prototypes provided.</p></div>	<div></div> <div><p>Scope the MVP and quickly deliver key features</p><p>With the right supports in place from cross teams, I prioritised the development of an MVP to be delivered early for review. Making sure requirements are met and captured despite tight timelines.</p></div>	<div></div> <div><p>Development completed in 2 sprint cycles, resulting in >\$200k contributions</p><p>By creating standalone modules in our CMS, the requested pages were ready for launch. The launch of the campaign was made possible for external sponsors.</p></div>
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Skillset

UX/UI

- UX interview
- UX research, workshop and facilitation
- UX Analytics and CRO, A/B testing
- User story and personas
- User flow design
- User journey mapping
- User testing
- Accessibility
- Wireframing & Low fidelity prototyping
- Component design
- Responsive design
- Interaction design
- High fidelity prototyping

Devops

- Teams/Slack
- Azure Devops/JIRA
- Fork, Docker, Git
- Github/Netlify

Front-end

- HTML – CSS – JS
- SASS/SCSS
- CSS-in-JS
- Tailwind
- React
- NextJS

Agile/Scrum – BA/ Product Management

- Product roadmap development
- Requirement gathering and feature scoping
- Feature and Backlog refinement
- Agile implementation/facilitation
- Scrum Master certified

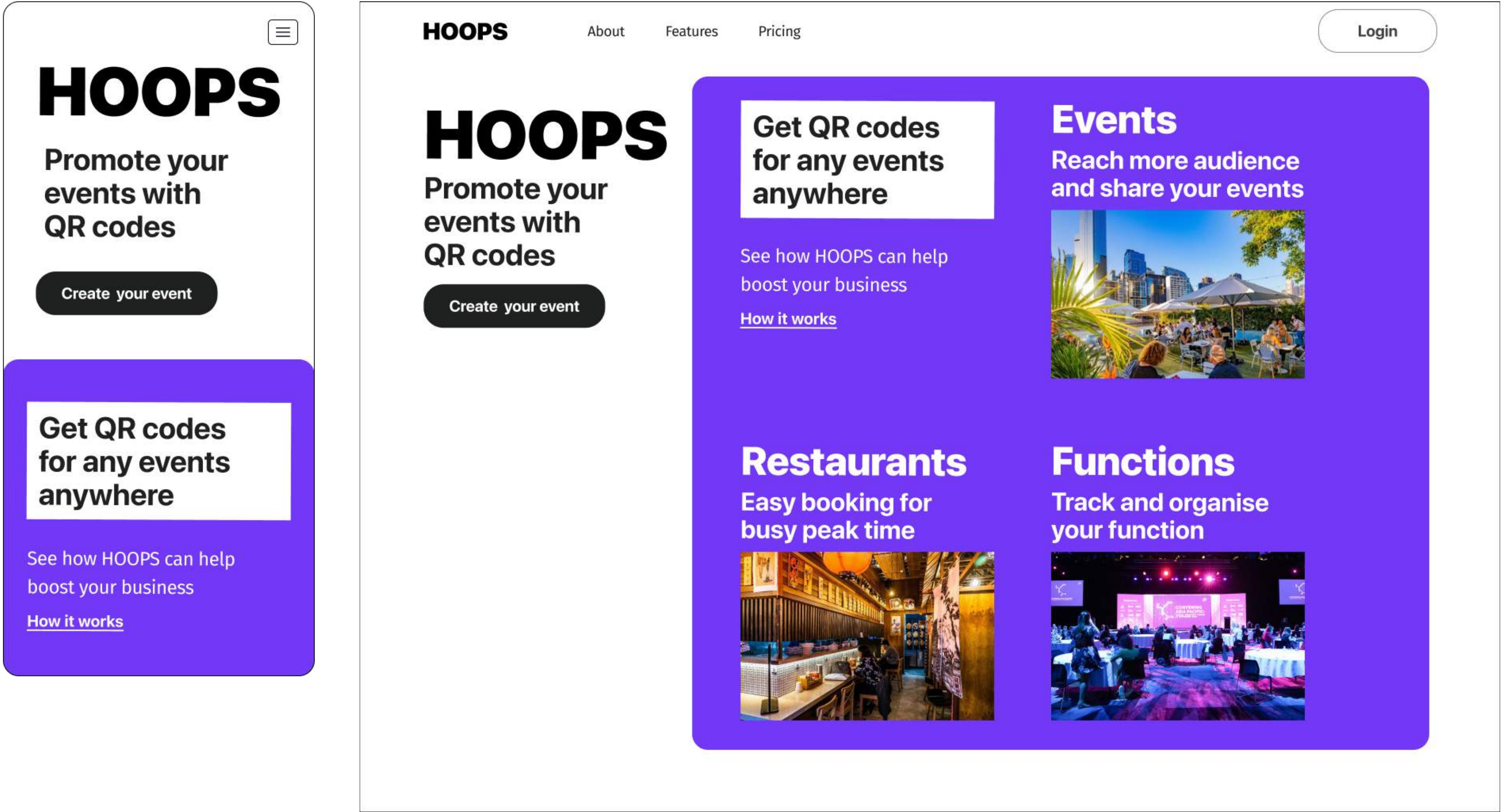
Process

Scenario: working in a Scrum team, building a hotel booking web app components in NextJS with API hydration, as the UX Designer with Front-end responsibilities

UX/UI				Front-end			
Discovery	Define	Develop	Deliver	Discovery	Define	Develop	Deliver
<ul style="list-style-type: none">• UX interview• UX research, workshop and facilitation	<ul style="list-style-type: none">• User story and personas• Content mapping• Wireframe– LowFi prototypes• User testing	<ul style="list-style-type: none">• User flow design• User journey mapping• Accessibility	<ul style="list-style-type: none">• Component design• Interaction design• High fidelity prototyping	<ul style="list-style-type: none">• Requirement gathering• Systems/ architecture• Feature scoping• Design collaboration	<ul style="list-style-type: none">• Front-end requirements• API requirements• Back-end collaboration	<ul style="list-style-type: none">• Agile/Scrum• Development• Sprint stand-ups/review/ planning	<ul style="list-style-type: none">• Code review• Deployment• UAT• Maintenance (bug fix and optimisations)
Artefacts				Deliverables			
<ul style="list-style-type: none">• Interview documentations	<ul style="list-style-type: none">• Hypothesis• Figma user story and personas• Lowfi prototypes	<ul style="list-style-type: none">• Figma user flow artefacts	<ul style="list-style-type: none">• Figma Desktop/ Mobile /App prototypes• Storybook integration	<ul style="list-style-type: none">• Requirement documentation	<ul style="list-style-type: none">• Feature/ product documentation• API Keys• Library or packages	<ul style="list-style-type: none">• API integration• Front-end components• Test/Dev commits	<ul style="list-style-type: none">• Live/Prod commits

HOOPS

HOOPS is an event activation and management app for SME businesses. The website UX are designed to be simple and intuitive with clean UI, promoting main messages in primary colours as key visual and signposting a single journey to encourage user sign-ups. [Click here to visit HOOPS landing page](#)



YesFresh!

Mobile application design combining the features of food delivery and regular catering making it easy to plan healthy meals. [Click here explore YesFresh! high fidelity prototype](#)

