

<b>Amiko Chunying Tong</b>	<a href="https://amikotong.github.io/">https://amikotong.github.io/</a> amikotong1012@gmail.com		
<b>Work</b>	<b>Web UI Designer   Shauct</b>	Jan 2024 - Mar 2024	
	<ul style="list-style-type: none"><li>• Led the design of a locally tailored e-commerce website and design system, resulting in an 80% increase in development speed</li><li>• Performed competitor analysis, sitemaps, stakeholder interviews, wireframes, and high-fidelity prototypes</li><li>• Effectively collaborated with a cross-functional client team to translate insights into feasible UI/UX design solutions, ensuring alignment with business objectives</li><li>• Created a presentation providing an overview of the entire design phase to finalize details for the development handoff</li></ul>		
	<b>Digital Designer   Buysmart</b>	Sept 2021 - Sept 2023	
<b>Project</b>	<ul style="list-style-type: none"><li>• Collaboratively developed brand identity, including logos, web banners, and advocacy visual materials, to enhance customer loyalty</li><li>• Led the redesign of the e-commerce website, resulting in a 30% increase in conversion rate</li><li>• Conducted A/B testing, user interviews, and usability testing to identify improvement opportunities</li></ul>		
	<b>Product Designer   Emma Hands</b>	Apr 2023	
	<ul style="list-style-type: none"><li>• Utilized storytelling as a strategy to build connections and increase customer loyalty with new integrated features on the website</li><li>• Conducted user research and stakeholder interviews, and collaborated with the team to define design opportunities</li><li>• Conducted usability tests and user interviews, and collaborated with the team to identify iteration opportunities</li></ul>		
<b>Education</b>	<b>Design Lead   Lyric Lab</b>	Apr 2023	
	<ul style="list-style-type: none"><li>• Led the design and launch of a mobile app, winning second place in the competition</li><li>• Initiated and organized a multi-background team to narrow down the prompt, gather insights, and iterate solutions</li><li>• Conducted wireframes, prototypes, and user flows to visualize and communicate design concepts</li></ul>		
	<b>Simon Fraser University   B.Sc.Interactive Arts and Technology</b>	Sept 2014 - Dec 2019	
<b>Award</b>	<ul style="list-style-type: none"><li>• Concentration in Interactive Systems</li><li>• Focus on UI/UX design, user-centered design principles, computing foundations and programming practice</li><li>• Studied the design, development, and application of interactive systems, emphasizing usability in various contexts including web, mobile devices, and games</li></ul>		
	<b>4th Place   EUNOIA UX HACKATHON</b>	Design Team   Apr 2023	
	<b>2nd Place   CreateSC 2023 Designathon</b>	Design Lead   Apr 2023	
<b>Skills</b>	<b>Best Design Award   SFU SIAT</b>	Design Lead   Dec 2015	
	<b>Research</b>   Qualitative & Quantitative User Research, Survey, Interview, Persona, Journey Map, Usability Testing, A/B Testing		
	<b>Design</b>   Sketching, Wireframing, Responsive Web, Design System, Information Architecture, Storyboarding, Prototyping, Human-centered Approach, Interaction Design, Visual Design, Micro-Interactions, Accessibility Design (a11y)		
	<b>Software</b>   Figma, ProtoPie, Adobe Creative Suite (AI, XD, PS, Pr, AE), HTML, CSS, Javascript, Sketch, InVision, Axure, Zeplin, Miro, Arduino, Processing		
	<b>Other</b>   Rapid Iteration, Cross-functional Collaboration and Communication, Mandarin Fluency, Video Production, Design Thinking, Atomic Design, Material Design, Use of sensors, Agile/Scrum Methodologies, Project Management (Trello, JIRA)		