

Amiko Chunying Tong	amikotong.github.io amikotong1012@gmail.com 778-321-2499		
Work	Web UI Designer Shauct	Jan 2024 - Mar 2024	
	<ul style="list-style-type: none">• Led the design of a locally tailored e-commerce website and design system, resulting in an 80% increase in development speed.• Performed competitor analysis, sitemaps, stakeholder interviews, wireframes, and high-fidelity prototypes.• Collaborated effectively with a cross-functional client team to translate insights into feasible UI/UX design solutions.• Worked with stakeholders to define requirements and ensure the design met business objectives• Created a presentation providing an overview of the entire design phase to finalize details for the development handoff.		
	Digital Designer Buysmart	Sept 2021 - Sept 2023	
Project	<ul style="list-style-type: none">• Collaboratively developed brand identity, including logos, web banners, and advocacy visual materials, to enhance customer loyalty.• Led the redesign of the e-commerce website, resulting in a 30% increase in conversion rate.• Conducted A/B testing, user interviews, and usability testing to identify improvement opportunities.		
	Product Designer Emma Hands	Apr 2023	
	<ul style="list-style-type: none">• Utilized storytelling as a strategy to build connections and increase customer loyalty with new integrated features on the website.• Conducted user research and stakeholder interviews, and collaborated with the team to define design opportunities.• Conducted usability tests and user interviews, and collaborated with the team to identify iteration opportunities.		
Education	Design Lead Lyric Lab	Apr 2023	
	<ul style="list-style-type: none">• Led the design and launch of a mobile app, winning second place in the competition• Initiated and organized a multi-background team to narrow down the prompt, gather insights, and iterate solutions• Conducted wireframes, prototypes, and user flows to visualize and communicate design concepts		
	Simon Fraser University B.Sc.Interactive Arts and Technology	Sept 2014 - Dec 2019	
Award	<ul style="list-style-type: none">• Concentration in Interactive Systems• Focus on UI/UX design, user-centered design principles, computing foundations and programming practice• Studied the design, development, and application of interactive systems, emphasizing usability in various contexts including web, mobile devices, and games.		
	4th Place EUNOIA UX HACKATHON	Design Team Apr 2023	
	2nd Place CreateSC 2023 Designathon	Design Lead Apr 2023	
Skills	Best Design Award SFU SIAT	Design Lead Dec 2015	
	Research Qualitative & Quantitative User Research, Survey, Interview, Persona, Journey Map, Usability Testing, A/B Testing		
	Design Sketching, Wireframing, Responsive Web, Design system, Information Architecture, Storyboarding, Prototyping		
	Software Figma, ProtoPie, Adobe Creative Suite (AI, XD, PS, Pr, AE), HTML, CSS, Javascript		
	Other Rapid Iteration, Cross-functional Collaboration and Communication, Human-centered Approach, Mandarin Fluency, Video Production		