AMIKO TONG

Product Designer

*"**Creatively,** bring more *possibilities* to life."*

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AWARD

4th Place | EUNOIA UX HACKATHON | Apr 2023

Design Team | UX Design

- Integrated new features to build connections and increase customer loyalty
- Conducted research, interviewed stakeholders, and collaborated with designers to define design opportunities
- Iterated UIUX based on insights from usability tests

2th Place | CreateSC 2023 Designathon | Apr 2023

Design Lead | UX Design

- Designed mobile app to empower individuals with communication disorders to express and find communities
- Collaborated with multi-background designers to scope down prompt, gather insights, and iterate solutions
- Create wireframe, prototype, and user flows to visualize and communicate design concepts

Best Design Award | SFU SIAT | Dec 2015

Design Lead | Spatial Design

- Designed an Automated Mechanical Toy from sketches to physical model
- I discovered that observing the internal workings of toys is a highly intriguing aspect
- To offer a new perspective on exploring the internal structure, I utilized a mortise and tenon design, allowing for easy disassembly of the toy's components

WORK EXPERIENCE

Berryfizz.life Ltd | Sept 2021 - Current

Designer

- Communicate and work closely with the team leader to revise and launch the e-commerce website
- Re-imagined and developed a design system for brand identity and promotional graphic materials
- Created easily readable and attractive advertisements for product presentations

Centaria Capital | Feb 2022 - Mar 2022

Product Designer

- Cooperated with real estate specialists to design and launch a B2C investment website, logo, and other relevant materials

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EDUCATION

Bachelor of Science in Interactive Arts and Technology
Simon Fraser University | Sept 2014 - Dec 2019

LANGUAGES

English | Full Professional Proficiency   Mandarin | Native Proficiency   Cantonese | Limited Working Proficiency

STRENGTHS

Detail-oriented, Accessibility, Critical Thinking, Problem Solving, Collaboration, Goal Direction

SKILLS

User Research, Survey, Interview, Persona, Journey Map, Sketching, Wireframing, Responsive Web, Information Architecture, Storyboarding, Prototyping, Interface Design, Interaction Design, Figma, ProtoPie, XD, HTML, CSS, Video Production, Usability Testing