Amiko (Chun Ying) Tong

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Experience

Web UI Designer | Shauct | Vancouver, BC
Jan 2024 - Mar 2024

- Led the design of a locally tailored e-commerce website and design style guide, resulting in an 80% increase in development speed.
- Performed competitor analysis, sitemaps, stakeholder interviews, wireframes, and high-fidelity prototypes.
- Effectively collaborated with a cross-functional client team to translate insights into feasible UI/UX design solutions, ensuring alignment with business objectives.
- Delivered comprehensive presentations to outline the design phase and finalize details for development handoff.

Digital Designer | Buysmart | Surrey, BC
Sept 2021 - Sept 2023

- Collaboratively developed a distinctive brand identity with the market manager, including logos, web banners, and promotional visual materials, to enhance brand recognition, consistency, and customer loyalty.
- Managed 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.
- Executed website design and managed product listings using Shopify's content management system.

Product Designer | Emma Hands | Surrey, BC
Apr 2023 - May 2023

- Utilized storytelling as a strategy to build connections and increase customer loyalty with new integrated interactive story sharing and exploring web features.
- Analyzed user research, stakeholder interviews, and usability tests to define design and iteration opportunities.

Education

Simon Fraser University | B.Sc.Interactive Arts and Technology
Sept 2014 - Dec 2019

- Concentration in Interactive Systems

Skills

Design

- Qualitative & Quantitative User Research, Survey, Interview, Persona, Journey Map, Sketching, Wireframing, Responsive Web, Design System, Storyboarding, Prototyping, 3D Modeling, Rendering

Software

- Figma, Adobe Creative Suite (Illustrator, Photoshop, Premiere, After Effects), Sketch, Arduino, Processing, C4D, Redshift, SketchUp

Languages

- HTML, CSS, JavaScript, Mandarin

Award

Gold Winner | MUSE Awards 2024
Aug 2024

4th Place | EUNOIA UX HACKATHON 2023
Apr 2023

2nd Place | CreateSC Designathon 2023
Apr 2023

Best Design Award | SFU SIAT
Dec 2015