

Amiko Chunying Tong	https://amikotong.github.io/ amikotong1012@gmail.com
Experience	<div> <div> Web UI Designer Shauct Jan 2024 - Mar 2024 </div> <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 • Effectively collaborated with a cross-functional client team to translate insights into feasible UI/UX design solutions, ensuring alignment with business objectives • Created a presentation providing an overview of the entire design phase to finalize details for the development handoff </div> <div> <div> Digital Designer Buysmart Sept 2021 - Sept 2023 </div> <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 </div> <div> <div> Product Designer Emma Hands Apr 2023 </div> <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 </div> <div> <div> Design Lead Lyric Lab Apr 2023 </div> <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 </div>
Education	<div> <div> Simon Fraser University B.Sc.Interactive Arts and Technology Sept 2014 - Dec 2019 </div> <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 </div>
Award	<div> <div> 4th Place EUNOIA UX HACKATHON Design Team Apr 2023 </div> <div> 2nd Place CreateSC 2023 Designathon Design Lead Apr 2023 </div> <div> Best Design Award SFU SIAT Design Lead Dec 2015 </div> </div>
Skill	<div> Research Qualitative & Quantitative User Research, Survey, Interview, Persona, Journey Map, Usability Testing, A/B Testing </div> <div> Design Sketching, Wireframing, Responsive Web, Design System, Information Architecture, Storyboarding, Prototyping, Human-centered Approach, Interaction Design, Visual Design, Micro-Interactions, Accessibility Design (a11y) </div> <div> Software Figma, ProtoPie, Adobe Creative Suite (AI, XD, PS, Pr, AE), HTML, CSS, Javascript, Sketch, InVision, Axure, Zeplin, Miro, Arduino, Processing </div> <div> Other 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) </div>