Amiko Chunying Tong

https://amikotong.github.io/

amikotong1012@gmail.com

778-321-2499

Work

Web UI Designer | Shauct
Jan 2024 - Mar 2024

- 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

- 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.

Project

Product Designer | Emma Hands
Apr 2023

- 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.

Design Lead | Lyric Lab
Apr 2023

- 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

Education

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

- 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.

Award

4th Place | EUNOIA UX HACKATHON — Design Team | Apr 2023

2nd Place | CreateSC 2023 Designathon — Design Lead | Apr 2023

Best Design Award | SFU SIAT — Design Lead | Dec 2015

Skills

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