

Chun Ying Tong

Product Designer

amikotong1012@gmail.com

"Creatively, bring more possibilities to life."

amikotong.github.io

Skills

Detail-oriented, Accessibility, Critical Thinking, Problem Solving, Collaboration, Goal Direction, User Research, Survey, Interview, Persona, Journey Map, Sketching, Wireframing, Responsive Web, Information Architecture, Storyboarding, Prototyping, Interface Design, Interaction Design, Figma, ProtoPie, Adobe XD, HTML, CSS, Video Production, Usability Testing

Work Experience

Web UI Designer | Shauct.com

Jan 2024 - Mar 2024

- Designed and delivered the first version of an e-commerce website from scratch.
- Collaborated closely with clients to understand their requirements and vision, translating them into feasible UI/UX design solutions.
- Designed and developed the user interface of the website, including design system.
- Worked closely with the development team to ensure smooth implementation of designs and functionalities, continuously optimizing the user experience.

Digital Designer | Berryfizz.life Ltd

Sept 2021 - Sept 2023

- Communicated and collaborated 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.

Product Designer | Centaria Capital

Feb 2022 - Mar 2022

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

Education

Simon Fraser University

Sept 2014 - Dec 2019

- Bachelor of Science in Interactive Arts and Technology

Award

4th Place | EUNOIA UX HACKATHON

Design Team | Apr 2023

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

2th Place | CreateSC 2023 Designathon

Design Lead | Apr 2023

- Designed a mobile app to empower individuals with communication disorders to express and find community.
- Collaborated with multi-background designers to narrow down the prompt, gather insights, and iterate solutions.
- Created wireframes, prototypes, and user flows to visualize and communicate design concepts.

Best Design Award | SFU SIAT

Design Lead | Dec 2015

- Designed an Automated Mechanical Toy from sketches to physical model.
- 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.

Language

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