FRANKIE TONG
Web & Print Designer

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www.frankietong.com

OBJECTIVE

PROVIDING SEAMLESS USER EXPERIENCE AND EFFECTIVE DESIGN TO ACHIEVE CLIENT'S GOAL.

SKILLS

**Comfortable
with Mac and PC**

Adobe Photoshop CS6

Adobe Illustrator CS6

Adobe InDesign CS6

Adobe Flash

Adobe Dream Weaver

Adobe ImageReady

Axure RP 7

OmniGraffle

CSS

HTML

Javascript

Bootstrap

WordPress

QuickTime Pro

Microsoft Word

Microsoft PowerPoint

Microsoft Excel

EDUCATION

Bachelor of Graphic Design at OCAD

DESIGN EXPERIENCE

3 YEARS

**Senior Web/UX/UI Designer at
Harlequin Enterprises Limited**   **AUG. 11 – PRESENT**

+ Manage and design all visual content on Harlequin.com
+ Update and manage design on mobile website/app
+ Create brand guides and wireframes for designers
+ Gather feedback and perform A/B testing for websites

2 YEARS

**Creative Director at
PhotoZoom Magazine**   **JUL. 09 – AUG. 11**

+ Discuss and come up with direction for the magazine
+ Create template for each issue
+ Connect with advertisers and photographers
+ Work closely with Editor in Chief for content management

4 YEARS

Senior Designer at MMG   **SEP. 07 – JUL. 11**

+ Design, build and perform A/B testing for websites
+ Work with Web Developers and Social Media Specialists
+ Create proposal and develop market strategy with team
+ Present brand design and market plan to clients

ACHIEVEMENT

★ Improved Foresee Customer Satisfaction score
from **78%** to **82%** for Harlequin.com

★ Art-directed websites for #1 *New York Times*
best sellers

★ Designed mobile site for Harlequin.com
with over **1,000** unique vistors every month