

GRACE WON

Digital & UI/UX Designer

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🔗 [Portfolio](#)

in [Linkedin](#)

Summary

7 years of experience in the digital design industry, and UI/UX. I am passionate about harmonising aesthetics with logic to solve problems. My dedication revolves around understanding users, aligning with business goals, and crafting meaningful solutions to better serve people through design.

Education

*Auckland, NZ
Jan '16 – Dec '17*

ACG YOOBEE School of Design – Web Development

Study of Industry-standard Front End and Back End Web development languages Frameworks.

*Auckland, NZ
Feb '12 – Nov '15*

Auckland University of Technology – Graphic design

Focus studies: Graphic Design, Web Design, Typography, Layout, Illustration, Photography.

Experience

*Auckland, NZ
Jan '17 – Present*

Neromotion – Digital & UI/UX Designer

- Played a key role in developing user flows, user research, design concepts, wireframes, prototypes, and design systems to elevate overall user experience.
- Contributed to diverse projects in e-commerce, health, and services, designing landing pages, dashboards, and applications.
- Involving the end-to-end process from initial client communication to launch.
- Fostered continuous collaboration with developers and product managers, ensuring design alignment with business and user expectations.

*Auckland, NZ
Nov '17 – Nov '23*

KOSTA NZ (Annual conference) – Web & Graphic Designer

- Involved as the main designer in a creative team.
- Conceptualised the main theme for the event.
- Designed various materials, including the website, posters, social media posts, email banners, booklets, and other collateral.
- Collaborated with other creatives and developers.

*Auckland, NZ
Feb '16 – Apr '16*

Shirtcliff and Co – Graphic Design Intern

I worked over 150 hours as a graphic designer, contributing to a range of design projects. My responsibilities were designing icons, creating logo concepts, and producing illustrations.

Skills

Design Tools

Figma • Sketch • InDesign • Photoshop • Illustrator • Dreamweaver • Midjourney

UX Skills

UI/Interaction Design • Wireframing • Design Research • Personas • Prototyping • User Flows • Low and High Fidelity • Accessibility • Competitor analysis • Contextual Inquiry • Usability Testing • Information Architecture

Development

HTML • CSS • Squarespace • Silverstripe • Wordpress • Webflow

Design Skills

Design Systems • Typography • Layout • Responsive Design • eDMs • Icon Design • Illustration

Languages

English, Korean