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

- Involved in projects like landing pages, dashboards, and applications for different sectors including e-commerce, health, services, etc.
- Developed user flows, design concepts, wireframes, prototypes, design systems, and content management.
- 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.
- Experienced in designing and building email templates.

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