Hoi Ian Wong

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UI/UX Designer

with development skills, experienced in both startups and large tech companies, working across Web3, gaming, and AI products.

Experience

Hologram
Mar 2024 - Mar 2025, Shenzhen

UI/UX Designer

- Refined the Holoword AI design system, driving new iterations as the sole designer. Integrated TailwindCSS to optimize development and accelerate implementation.
- Covered the full design process—from early sketches and information architecture to high-fidelity prototypes and interaction details—ensuring strong alignment with development.
- Rapidly delivered 0-to-1 designs for diverse features (e.g., video editor, message inbox, launchpad) in a fast-paced startup environment.

NetEase
Jul 2021 - Feb 2023, Hangzhou

UI/UX Designer

- Designed and documented 28 game UI screens for NARAKA: BLADEPOINT during bi-weekly iterations, enhancing UX and enabling joystick support in Unity for PC.
- Led the design and iteration of a Web3 browser plugin, achieving a 4.8/5 app rating through four rounds of feedback-driven updates.
- Created responsive wallet and market modules for a Web3 trading platform, focusing on cross-platform consistency and usability.

Microsoft Research Asia
Dec 2019 - May 2020, Beijing

UI/UX Design Intern

- Worked cross-functionally on FinTech and COVID Insights platforms, streamlining user flows and designing intuitive data input experiences.
- Applied data visualization to present text, numbers, and 3D information clearly.

Education

Tsinghua University
2018 - 2021, Beijing

M.S. in Information Art and Design

National Cheng Kung University
2014 - 2018, Taiwan

B.S. in Industrial Design

Skills

Design
- Figma, AI, PS, AE

Development
- React, TailwindCSS, Git

Language
- Cantonese, Mandarin, English

Strengths

Design with Developer Mindset
- Hands-on coding experience, applying component-based thinking to ensure realistic, efficient designs.
- Independent web developer since 2017, with projects including eDC Cloud Portal, Acer AI, Acer VR, and more.

Efficiency & Organization
- Skilled in task management, delivering clear and concise design documentation.
- Established resource standards in early 2D game development, improving team handoff and boosting efficiency by 30%.