Janine Wong
Product Designer

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I'm focused on creating meaningful experiences through design & business.

Associate User Interface Designer

Electronic Arts - FUT 18 Companion App | Dec '16 - Mar '18

Collaborated with Product Development group to design and implement the FUT Web and Companion (mobile) App for FIFA fanatics to manage their FUT Club while away from their console.

- Designed **hi-fidelity mockups** from wireframes and delivered final web/mobile production-ready assets for development
- **Prototyped** to communicate features and animation to stakeholders
- **Collaborated** with product managers, software engineers, QA, UI designers and UX designers in a **lean, agile environment**
- Utilized Google Analytics to **find and improve usability issues**
- Designed and conducted **usability testing** with UX Research, incorporated user feedback into final product design
- Shipped 1 web/mobile app title with a **200% increase in Daily Active Users** year-over-year on launch
- **Main toolsets:** Photoshop, Illustrator, After Effects, InDesign, InVision, HTML/CSS, whiteboard/sketching

Web/Graphic Designer

Freelancer | Sept '13 – Feb '17

Worked with a variety of clients to improve their user experience by redesigning their logos and websites.

- Redesigned and set up **responsive websites** workable on desktop and mobile using CMS
- Developed **low-fi wireframes and prototypes** for quick ideation
- Identified and improved broken **user flows** by lessening the amount of clicks and cutting out unnecessary screens
- **Main toolsets:** Photoshop, Illustrator, Sketch, HTML/CSS, WordPress, SquareSpace, sketching

Visual Designer

Access by AMEX – UI/UX Project | Feb '16 – Apr '16

Worked in a team of 5 for a grad project proposing a mobile app for AMEX cardholders to use their credit membership points for events and experiences.

- **Led the visual design** from concept to delivery including hi-fidelity mockups from wireframes, print materials, and presentation slides
- Created and optimized user flows using personas, affinity diagrams, and **customer journey maps**
- Planned and executed **usability testing**, incorporated user feedback into final product design
- Identified a **strategic business problem** and proposed a viable design solution
- **Main toolsets:** Illustrator, Sketch, Flinto, whiteboard/sketching

User Interface Designer

Knitstitch – UI/UX Project | Jan '15 – Apr '15

Worked in a team of 2 for a grad project proposing a tablet app for a client to engage with their members outside monthly meetings.

- Produced **hi-fidelity user interfaces** from concept to delivery on a tablet application
- Created personas, **customer journey maps,** cultural probes, and storyboards to understand the interaction between client and user
- Designed **workable prototypes** and executed usability testing
- **Main toolsets:** Illustrator, InDesign, Axure RP, whiteboard/sketching