

K WONG

Contact

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[Online portfolio](#) 🖱️

A designer with +10 years experience where in +4 solid experience in UI field. My journey includes web, app, visual and interactive design. Creating designs that bring joy and resonation fuels my pursuit. In my opinion, I firmly believe that great design goes beyond aesthetics—it should also be valuable and humane in the sense that it conveys message in a simple way.

EXPERIENCE.

Visual Designer

Freelance [Feb 2019 – Present]

Carry on various visual project and execute from the ideas to the client deliverables including websites, branding identity, campaign materials, illustrations and printing design.

With interaction with the clients to tackle problems in a digital landscape to achieve client goals.

Senior Web Designer

tag.digital [Jan 2006 – Nov 2018]

Collaborated with project managers and development teams specialising in multi-platform development of websites, apps, campaigns and various digital projects. Ensure entire process from zero to release is well executed and meets key delivery requirements.

Execute and translate requirements into actionable design. Participate in development phases and insights such as user flows, prototypes and design assets handing off to the development team.

Optimise and iterate designs to improve overall experience by actively incorporating internal and external feedback.

Redesign and rebuilt the website IA for Universal Music Group (Hong Kong) to optimise the overall experience and reduce user bounce rate by 48%.

EDUCATION.

Hong Kong Institute of Vocational

[Jul 2007] High Diploma in Multimedia Web Development & Digital Entertainment

[Jul 2005] High Diploma in Telecommunication & Networking

QUALIFICATION.

[2001] Microsoft Certified Systems Engineer

SKILL.

DESIGN

Design Thinking
Ideation
Design System
UI Design
Prototyping
Interaction Design
Branding
Visual Design

TOOLS

Figma
Photoshop
Illustrator
XD

FRONT-END

HTML, CSS

SOFT SKILL

Attention to Details
User Empathy
Problem Solving
Adaptability

Works.



Universal Music Group (Hong Kong)

Redesigned the music platform to connect with music audiences and enhance its online presence. Increase the sales potential of the CD e-shop through an affiliate programme to make it more competitive among Hong Kong music labels

Deliverables

Website

What i did

Enhanced the overall website experience by reframing the content architecture and interface, Decreased user bouncing rate 48% & increased 22% CD eShop access traffic

Case Study :

[PPT version](#)

[Detailed version](#)



roll:Case

Digital business card platform designed to organise business cards more efficiently in a stress-free, user-centric way to go digital. Aims to achieve a paperless ecosystem that keeps millions of tonnes of paper waste out of landfills

Deliverables

APP

What i did

Optimised the user task flow that able completion for each of the three core tasks - card creation, paper card digitisation and card exchange less than 2 minutes

Case Study :

[PPT version](#)

[Detailed version](#)

For further details of my online portfolio for your evaluation, please click here

[Detail](#)