

Lilia Wong

UX/UI Designer

PORTFOLIO

liliawong.me

CONTACT

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PROFILE

I am currently seeking opportunities in UX design, marketing, and related fields. I am eager to share my skills in a collaborative environment where I can grow, learn, and excel.

EDUCATION

University of California, San Diego

B.S. Cognitive Science with Specialization
in Human Computer Interaction

Graduated June 2018

SKILLS

Design

User Needfinding	Prototyping
Sitemaps	Design Thinking
Personas	Competitive Analysis
Wireframing	Usability Testing
Storyboards	Mood Board

Toolbox

Balsamiq	Bootstrap
Sketch	iMovie
InVision	Figma

PROJECTS

UX/UI Designer — Jan 2018 - Mar 2018

Camellia Rd Tea Bar

Redesigned Camellia Rd's website to improve brand projection, content, site architecture, navigation, and design. Created personas, user scenarios, and use cases based on interviews. Wireframed and prototyped the mobile and desktop experience based on competitive analyses and client and user needs. Developed responsive hi-res prototype using Bootstrap.

UX Designer — Nov 2017 - Dec 2017

Greyhound 2.0

Redesigned search and filtering functions on Greyhound's website with a team of four. Conducted user tests on Greyhound's site and identified the top three usability problems each user experienced. Wireframed two different redesigns of the search and filtering workflows. Devised a user test plan to evaluate and compare the two redesigns.

UX Designer — Nov 2017

Spotify

Rethought Spotify's playlist construction and management workflows and created hi-res prototypes for each. Conducted user interviews. Distinguished good and bad workflows between existing music streaming platforms. Made hierarchical sitemaps and a competitive analysis of the information architecture of three different music applications.

UX/UI Designer — Sept 2017 - Dec 2017

DuckTravel

Developed a travel planning web application targeted for a specific age group. Established a list of 15 user needs based on observations and interviews. Sketched storyboards, created paper and video prototypes, designed low-fidelity wireframes, and performed user testing and A/B testing on live prototype.