Lilia Wong

UX 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 an 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	Creative Briefs

Toolbox

Balsamiq	Sketch
iMovie	InVision
Bootstrap	Social Media
MS Office Tools	Google Suite
HTML/CSS	Adobe XD

EXPERIENCE

Office Clerk - Contract — *May 2019*
Music Teachers' Association of California (MTAC)

Assisted in editing MTAC's annual State Convention book, which serves over 8,000 attendees. Managed and updated Google spreadsheet documenting returned materials from branches across California. Quickly and efficiently filed membership invoices from all 62 branches. Successfully packaged and shipped mail orders made by teachers and members via SendSuite Live and PayPal.

PROJECTS

UX/UI Designer — *Jan 2018 - Mar 2018*
Camellia Rd Tea Bar

Developed a high fidelity, coded website for Camellia Rd, which had improvements in their brand projection, content, site architecture, navigation, and design. Conducted user interviews and created personas and user scenarios. Made a competitive analysis of 5 stores and produced a mood board. Wireframed and prototyped the mobile and desktop experience based on research and client requirements.

UX Designer — *Nov 2017 - Dec 2017*
Greyhound Redesign

Redesigned search and filtering functions on Greyhound's website. Conducted user tests and identified the top three usability problems each participant 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 Redesign

Rethought Spotify's playlist construction and management workflows and created hi-res prototypes for each. Conducted two part interviews with users. Distinguished good and bad workflows between 4 music streaming platforms. Made hierarchical sitemaps and a competitive analysis of the information architecture of 3 different music applications.