Nicolas Wong
Graphic / UI Designer
Chicago Metropolitan Area *(open for relocation)*

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Check out my LinkedIn

Experiences

Graphic Designer
August 2023 - Present

Design Streak Studio / Normal, IL

- Collaborated with 7 diverse stakeholders to deliver multiple high detail-oriented promotional designs, such as logos, posters, and brochures.
- Worked with a team of 9 designers to brainstorm ideas in a fast-paced environment and provided constructive criticism.

Front-End Developer
August 2023 – Present

Illinois State University CAS-IT / Normal, IL

- Developed user tests and use UX cases to ensure human-centric accessibility by building wire-frames using Adobe XD and Figma.
- Enhanced 3rd party applications to improve web and mobile traffic up to 100% by applying user experience design and technical solutions.
- Collaborated with a cross-functional team of PMs, engineers, writers, and director to debug and manage 18+ departments sites.

Content Creator
August 2020 – Present

TikTok, Instagram, Youtube, Twitter, Facebok, Twitch

- Crafted videos and reels reaching over 400% growth, averaging 15-20% engagements rate per posts, with the result of achieving over 24,000 followers and 4.2 million overall likes.
- Researched on current trends and adapted to changes in media algorithms, resulting in reaching 200k+ users across all platforms on a weekly basis.
- Effectively managed my 5+ social media accounts on a daily basis.

Design Teaching Assistant
August 2023 – December 2023

Illinois State University - Wonsook Kim CFA / Normal, IL

- Communicated with the design professor to enhance learning experiences by brainstorming effective learning and creative thinking.
- Provided assistance to 20+ design students, leading them to grasp a deeper understanding of the course's materials by problem solving.
- Boosted students' understanding by 200% on website coding language such as HTML & CSS in Visual Code Studio.

Social Media Manager
August 2022 – July 2023

Illinois State University Admissions / Normal, IL

- Successfully grew an Instagram following by 500% on an annual basis, by deploying effective growth strategies on marketing videos using relevant trending hashtags and cross-promotions.
- Increased audience engagement by 30%, through promoting insightful content that targets specific consumers ~6000+ students per year.
- Tracked and analyzed feedback through analytics, using A/B testing strategy and real time analytics to maximize user interaction.

Languages

English (Fluent)
Bahasa Indonesia (Native)
Mandarin (Basic)

Skills

Adobe Creative Suite
Illustrator, Photoshop, XD, InDesign, After Effect, Premiere Pro, Acrobat

Programming Languages
HTML5, CSS3, JavaScript, Python

Technical Skills
Wireframing, Page Layout, Prototyping, Typography, Branding, User Research, Statistic Analysis, Social Media Marketing

Google Suite
Docs, Drives, Sheets, Slides

Microsoft Office Suite
Outlook, PowerPoint, Word

Recognitions

Harper's Student Juried Art Exhibition
ISU School of Art Scholarship
ISU Art Student Gallery Exhibition
Student Online Design Award (ODA)

Educations

Bachelor of Science Graphic Design
Illinois State University
Magna Cum Laude
GPA (3.8/4.0)
Normal, Illinois