

# ALISON WONG



[bit.ly/alisonwong](https://bit.ly/alisonwong)

## CONTACT

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## TOOLS

Sketch

Adobe CC

InVision

Axure

Bootstrap

MS Office

## SKILLS

UX Design

Mobile Design

Interaction Design

Visual Design

Personas

Rapid Prototyping

User Interviews

User Testing

Flow Modeling

Project Management

Wireframing & Mockups

HTML/CSS

## OBJECTIVE

Passionate user experience designer who applies user-centered design thinking to create valuable products that focus on the intersection of people, technology, and design.

## EDUCATION

**University of Washington (Seattle, WA)**

September 2013 - June 2017

B.S. in Informatics: Human-Computer Interaction (HCI)

## PROJECTS

### UNIFIED Smartwatch

#### Mobile Application Design

- + Created a smartwatch experience that enhances the user's experience with their smartphone and optimized the functionality on a convenient, easier-to-access display
- + Developed a design language to create an operating system and stock applications on a circular smartwatch that is fast, versatile, easy to use, and beautiful. The experience was focused on minimizing user interactions with a focus on efficiency

### Dawgpound Beer

#### Website Redesign

- + Redesigned the store's website focused around optimizing the user experience, developing a brand presence, streamlining the business process, and instilling loyalty in current and future customers
- + Integrated a system that allowed for online user transactions without disrupting physical store interactions. Focused on improving usability and marketability of the store

### MyClubs

#### Mobile Application Design

- + Designed a mobile application for students at the University of Washington to track information and events for various clubs they are a part of
- + The main focus of the application was to centralize the data of clubs at UW provided by the RSO in an easy to navigate system