# AVRIL WONG

# Product Designer | San Francisco, CA http://wongavril.com/



## CONTACT

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## ABOUT ME

I'm a UX designer with marketing and app testing experience. I have a strong background in iOS user experience and communication with developer. I practice simple design to engage users with intutitive experience.



## SKILLS

Visual Design
UI/UX Design
User Research & Testing
Brand Strategy & Identity
Information Architecture
Personas & User Stories
Wireframing & Prototyping



## TOOLS

Adobe Creative Suite

Sketch

Figma

Marvel InVision

UsabilityHub

HTML, CSS

Javascript



## LANGUAGES

English
Cantonese
Mandarin

## EXPERIENCE

### PRODUCT DESIGN CONSULTANT

Dormsurf Jan 2020 - Current

- Redesigning the web-based marketplace which serves dozens of colleges in the United States
- Designing the product prototype for mobile applications.

Brand Evolution Dec 2019 - Jan 2020

- Redesigned the company's website for marketing purposes
- Made it easier for customers to understand company's background, mission and vision

APPLE INC. Aug 2016 - Current

#### World Wide Developer Relations

- Collaborate closely with designers, developers and project managers to provide user-centric solutions
- Review app content and reliability based on a set of technical, content, and design criteria to ensure quality is up to standard
- Perform audits, critical evaluations on business needs and support new-hire training

#### MORAVIA IT LLC.

July 2015 - Apr 2016

#### Localization QA Specialist

- Supported Apple Music's global launch project in Asia from producing pre-launch materials to performing post-launch testing
- Created and localized marketing content in the various channel
- Performed quality assurance on user experience throughout the entire project

**FOREVER 21**July 2014 - Jan 2015

#### Visual Merchandiser

- Participated in visual setup for the grand opening of the initial store in the Macau market
- Spearheaded marketing campaigns to raise brand awareness

### MELCO CROWN ENTERTAINMENT

June 2012 - July 2014

#### Contract Management Coordinator

- Drafted, reviewed, managed a wide variety of inbound and outbound contracts, including vendor agreements, professional services agreements, work orders and related purchase requisitions, and miscellaneous agreements
- Negotiated with service providers and saved over \$100K annually

## EDUCATION

**BLOC** 2018 - 2019

Product Design and Front-End Development Apprenticeship

## UNIVERSITY OF MACAU

2008 - 2012

Bachelor's degree, Business Administration - Marketing