AVRIL WONG

UX Designer San Francisco, CA

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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.



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

PROJECTS

VIVID Saas Cloud Storage

wongavril.com/projectVIVID.html

Designed to give users a simple solution for searching and gathering fashion content. Utilized Figma for wireframe, prototype and visual design; UsabilityHub for preference testing.

STUDYBUDDY | Study Place Finder Application

wongavril.com/projectS.html

Created a solution for users to locate a place to focus/work/study.

User Experience design: user stories, surveys, personas, competitive analysis, user flows, wireframes, prototype, user testing.

Branding: logo design, style guide, font usage.



EXPERIENCE

August 2016 - Current Cupertino, CA

APPLE INC.

World Wide Deverloper Relation

- 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
- Communicate effectively and provide feedback to third-party developers

July 2015 - April 2016 Cupertino, CA

MORAVIA IT LLC.

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

July 2014 - January 2015 Macau

FOREVER 21

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

June 2012 - July 2014 Macau

MELCO CROWN ENTERTAINMENT

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

2018 - 2019

BLOC

UX/UI Design and Front-End Development Apprenticeship

2008 - 2012

UNIVERSITY OF MACAU

Bachelor's degree, Business Administration - Marketing