## AVRIL WONG

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



#### CONTACT

Mobile

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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

### EXPERIENCE

#### PRODUCT DESIGN CONSULTANT

Jan 2020 - Current

#### Dormsurf

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

Dec 2019 - Jan 2020

#### **Brand Evolution**

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

Aug 2016 - Current Cupertino, CA

#### APPLE INC.

#### **Application Specialist**

- 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 - Apr 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 - Jan 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

Product Design and Front-End Development Apprenticeship

2008 - 2012

UNIVERSITY OF MACAU

Bachelor's degree, Business Administration - Marketing