

Avril Wong

UX Designer with Expertise in Marketing

wongavril.com • 408-784-8916 • wongavril@gmail.com

EDUCATION

Bloc

May 2018 - Jun 2019

Product Design and Front-End Development Program

University of Macau

Sep 2008 - May 2012

Bachelor of Business Administration, Marketing

SKILLS

Product Design
Interaction Design
User Experience Design
Visual Design
User Research & Testing
Brand Strategy & Identity
Information Architecture
Personas & User Stories
Wireframing
Prototyping
Data analysis & Visualization

TOOLS

Sketch
Figma
Principle
Adobe CC
InVision
UsabilityHub
HTML, CSS
Javascript
Terminal
GitHub

LANGUAGES

English
Chinese (Cantonese, Mandarin)
Korean

EXPERIENCE

Freelance Designer

Badminton Center

Oct 2019 - Nov 2019

- Redesigned the badminton center kiosk interface and signup workflow.
- Built prototype, created new visual design to improve user experience.
- Performed on-site user testing, average signup time shortened by 30%.

Study Buddy

Apr 2019 - Aug 2019

- Designed a conceptual app for helping users to find study places.
- Conducted user research, wireframe, prototype and visual designs.

Vivid

Aug 2018 - Nov 2018

- Completed an individual project of cloud storage platform during the UX design apprentice program.
- Created user survey, crafted user stories and personas according to the research results, developed prototype and branding, and conducted user testing for iterations.

Apple

World Wide Developer Relations

Aug 2016 - Present

- Collaborate closely with designers, developers and project managers to provide user-centric solutions and critical marketing decisions.
- Review app content and reliability based on a set of technical, content, and design criteria to ensure user experience is up to standard.
- Support performance audit and new-hire mentorship, maintain team performance and service level at 95%.

Apple

Localization QA Specialist

Jul 2015 - Apr 2016

- 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 and editorial content.

Forever 21

Visual Merchandiser

Jul 2014 - Jan 2015

- Spearheaded marketing campaigns to raise brand awareness; increased daily sales for 15% by designing strategic floor display system.

Melco Crown Entertainment

Contract Management

Jun 2012 - Jul 2014

- Managed a wide variety of vendor services contracts, analyzed financial data, proactively negotiated with vendors and saved over \$100K annually.