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CHUN TIN WONG

A UX UI designer filled with real passion, creativity, and down-to-earth thoughts. Able to study problems comprehensively, take ideas from concept to wireframe and prototype.

Education

UX Design College Class & UX Design Essential - Adobe XD

Udemy, March 2021

- Learned all fundamental theories & concepts of UX UI required in the market under a university-level system.

- Fully acquired all fundamental skill - designing, wireframing, prototyping, exporting assets, presenting MVP & usability Testing.

MSc Entrepreneurship & Innovation Management

Loughborough Uni, 2019 - 2020

- Relevant Courses: Strategy & Market Analysis, Innovation Management, Understanding Organisational Failure, Entrepreneurship

BSc Computer Science

HKBU, 2014 - 2019

Minoring in Marketing

- Relevant Courses: Software Design, Development & Testing, Visual Analytics Customer Relationship Management, Consumer Behaviour

Project

UX UI Case Study: Image Seeker App

Personal Project, 1 April - 20 April 21

- Created a mobile app to solve millennials' searching photos problems, thereby showing the capabilities of problem identifying, defining and solving skill.

Collaborative Dissertation

Project-based Dissertation, Jun - Sep 20

- Collaborated with NEXT15 Communication Group Inc to identify the reasons why the subsidiaries were struggling in growing and innovation.

- Deeply reviewed on academic literature in suggestion of business scaling, entrepreneurial leadership and mindset & subsidiary entrepreneurship, thereby developing a theoretical framework for testing assumptions thoroughly.

- Interviewed with 6 subsidiary' CEOs and analysed the data by using textual analysis and NVivo to vaildate the assumptions and suggest potential approaches.

- With 87/ 100, the dissertation was impressive and recognised by professors and NEXT15. They started using my advice and professors approved that it is ready to be published after slightly improving.

Skills

User research
User-centre Design
Wireframing
Rapid Prototyping
Interactive Prototyping
Usability Testing
User Interviewing
Mobile Design
Web Design
Data Analysis

Tools

Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe XD
Microsoft Offices
NVivo
Tableau
HTML
CSS
InVision

Language

Cantonese	Native
Mandarin	Fluent
English	Fluent

Work

Marketing Executive
Morgan Randall, Dec 2020 - Apr 2021

- Designed all marketing materials for online & offlince campaigns.
- Conducted comprehensive research and analysis on the property market before writing articles.

Design Assistant, Internship
BLUJUJ, Jun 2020 - Aug 2020

- Designed social media banners to attract nearly 160 new customers sign up on BLUJUJ website in 3 weeks before business launching

Marketing Assistant
Swire Resources, Oct 2018 - Dec 2018

- Conducted a market research before formulating a strategy for getting into a new market (College Students). The first priority was found out and it was to increase online and offline exposure in order to let new target audience to know more about our brand.
- Liaised with different vendors for achieving marketing campaigns.
- Worked closely with colleagues and supervisors to achieve daily tasks.

E-commerce intern
Swire Resources, Jun 2018 - Aug 2018

- Assigned to a personal project that was to assist in designing and executing an online give-away campaign. The result was great and over 2000 new consumers participated in this event and registered as customers.
- Assigned to a group project that was to suggest how to improve the efficiency of e-commerce department in Swire Resources. The suggestions were approved by supervisors and given to Direct Manager for reviewing.

Sales Assistant
The Body Shop, Dec 2014 - Jul 2017

- Conducted customer profiling in order to upsell the most appropriate products to customers.
- Helped achieve 2nd highest sales in Hong Kong stores (over HKD 2,000,000) in a month.