

CHI KIT **WONG**

Product Designer

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UI/UX PORTFOLIO

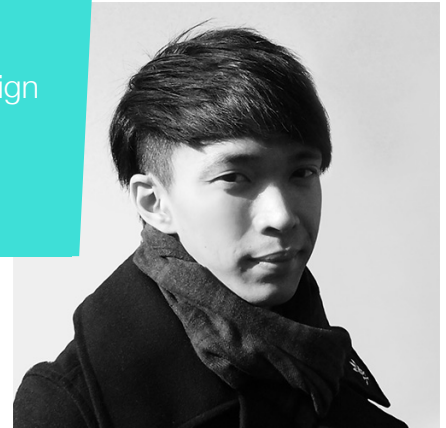
SELECTED 2017



SKILLS

A multidisciplinary product designer who has visual design background and project management experience. Integrating creativity with technical knowledge and business sense. Turning complex problems into intuitive designs. Mastering best practices and most current design tools in the industry alongside having a strong understanding of human behavior. A critical thinker with an open mind, a communicator and a facilitator.

Market Research
Use Cases
Wireframes
User Flows
Sitemaps
Functional Specifications
High-Fidelity Mockup Design
Interactive Prototypes
Usability Testing
Front-end Coding



EXPERIENCE

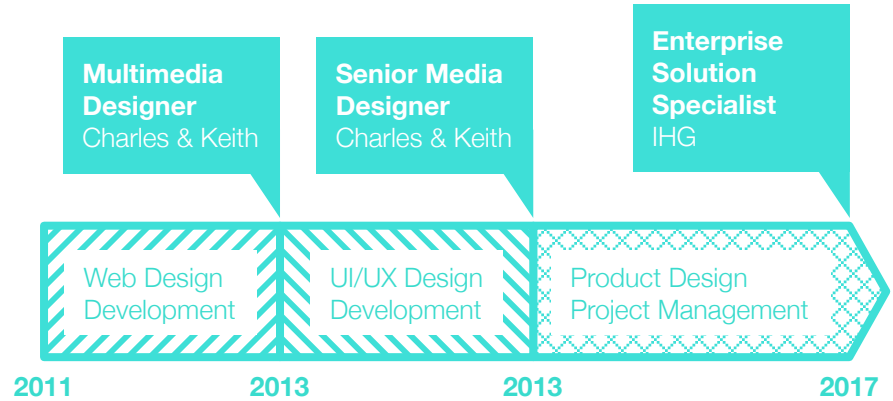
Worked across different industries specializing in digital product design and development. Delivered and managed over 30 digital projects ranging from web & mobile apps, cms platforms, corporate intranet & solutions, and ecommerce.

IHG®

CHARLES & KEITH

P e d r o

MEATMEN

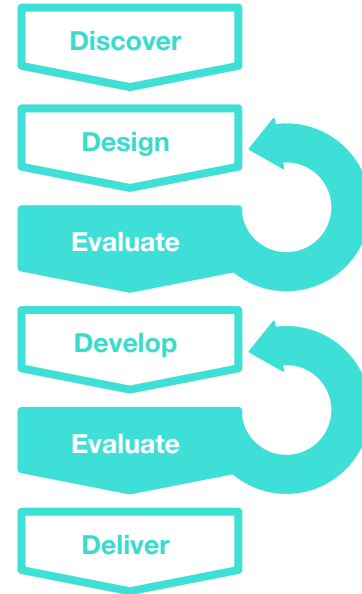


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ABOUT ME
EXPERIENCE

PROCESS

Discover. Interview users, understand the business, and uncover the problem. **Design.** Research competitive products, build use cases, sketch wireframes, produce sitemaps and user flows. **Evaluate.** Test the design with stakeholders and users. **Develop.** Document design and functional specifications. Convert design into full solution. **Evaluate.** Validate the product with stakeholders and users to obtain feedback and conduct usability testing. **Deliver.** Complete deliverables and measure success.



CASE STUDY

Worked on numerous projects, and many of them are internal corporate solutions. This is a showcase of selected work that I have recently done. You will find more projects at chikit.sg.

F&B Kiosk

Self service food and beverages ordering solution with integrated point-of-sales and payment system.

eCommerce Site
iPad Web App
Finance Application
Mobile Audit App
Guest Arrival App
and more...

F&B KIOSK

Problem

Holiday Inn Express focus on smart traveling. Many properties have big living space but do not have a full-service restaurant. The Brands team would like to provide resting travelers a way to get some quick bites and refreshment.

What I did

- Stakeholder interviews
- Building use cases
- Competitive research
- Creating sitemap
- Creating wireframes
- Design mockup
- Animated interaction
- Interactive prototype

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CASE STUDY
F&B KIOSK

INTERVIEWS

What Why Who Where When

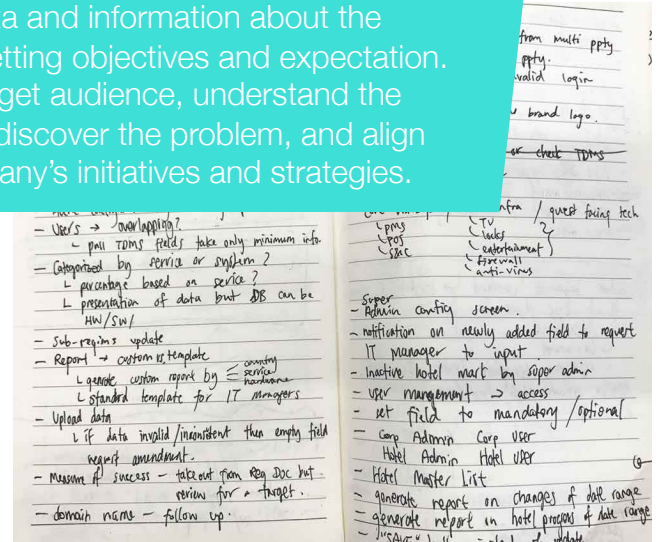
Provide a quick and easy way to purchase quick bites within the hotel premises.

Without the need of a full-service restaurant, no extra work load for current staff, minimal manning. To upsell and create additional revenue. Drive guest satisfaction by providing the convenience.

Business travelers, young travelers, backpackers, who are used to self-service.

Listen, and ask the right questions

Gather data and information about the project. Setting objectives and expectation. Identify target audience, understand the business, discover the problem, and align with company's initiatives and strategies.



USE CASES

Young business travelers

30+, male/female, educated, traveling for business.

Looking for a quick bite, so that he/she can head back to the hotel room to finish up some work and rest early.

The nearest eating place requires some walking. The hassle of looking for seat and waiting for food. Not looking at splurging on meal. Don't have much local currency and some eating places don't accept credit card.

User stories and needs

Build use cases and personas from observation, research, and stakeholder interviews.

Needs and requirement

Self service – available 24/7 and fast

Easy to use – intuitive UI

Product search - IA

Cashless – charge to room or credit card

COMPETITIVE RESEARCH

Food vending machine (VendCafe)

Sell fresh cooked food from vending machines.

- Take up space
- Hardware maintenance

Digital menu (Aptsys, Infinito)

Self ordering via digital menu on tablet.

- Payment not automated

What has worked and what's not

Find out what's in the market, how the others approach a similar problem. Learn from other's success and failure.

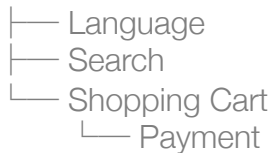


CREATING SITEMAP

Home



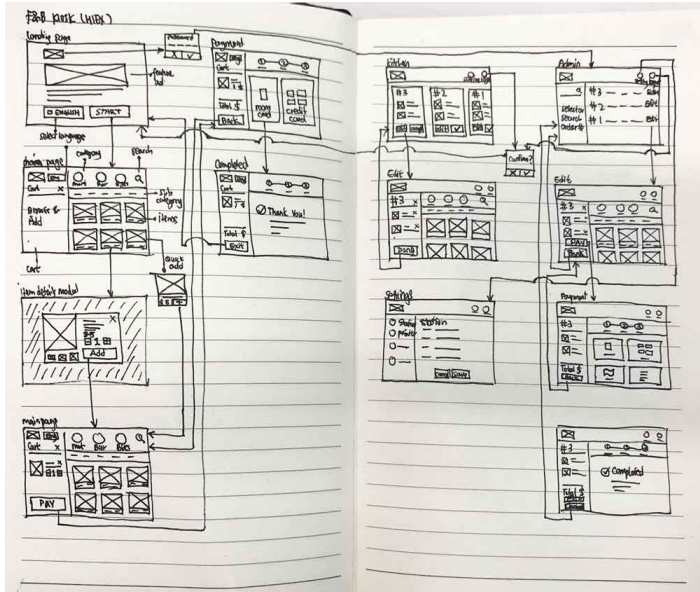
Header



Structure and flow

Putting together all the interview information, use cases, and research data, to visualize the user flow and navigation.

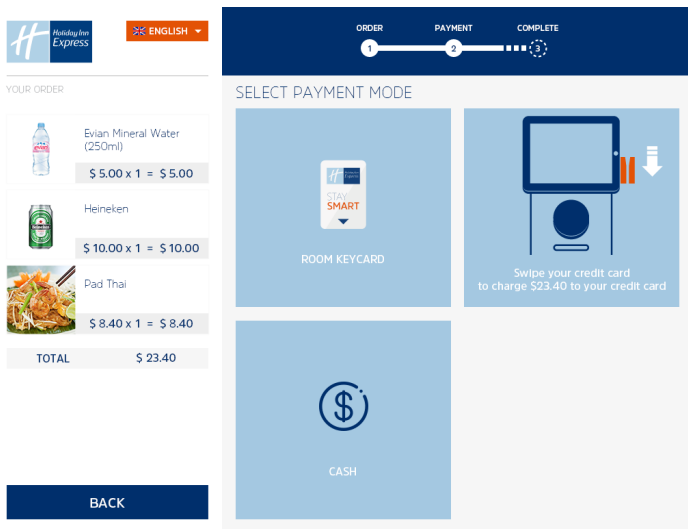
CREATING WIREFRAMES



Sketch and PowerPoint

Use the easiest and fastest way to communicate and test user flow and functionalities, and collect feedback from stakeholders.

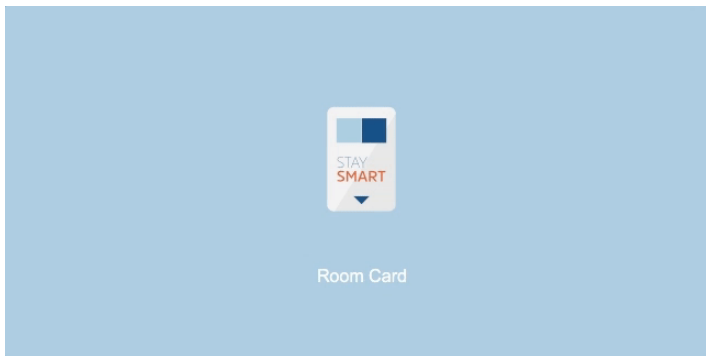
DESIGN MOCKUP



Visual appeal

Having a background in design I pride myself in producing detailed visual design. I also love playing with code especially to communicate guideline and specification to vendor and developers. Example – the progress bar with pure CSS and corporate colour palette. [VIEW](#)

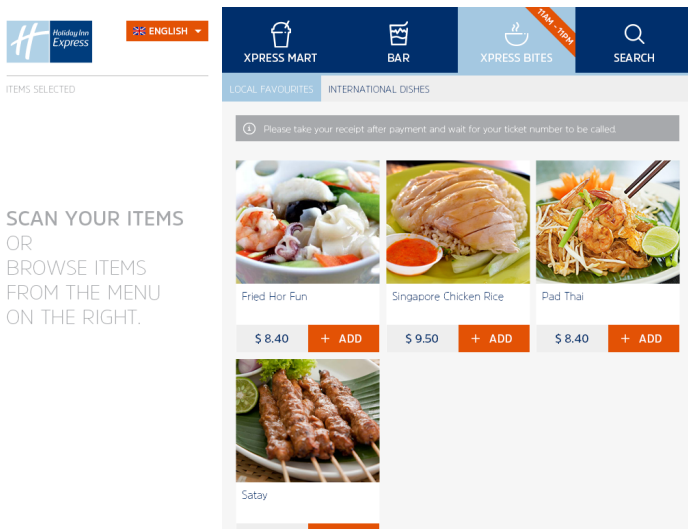
ANIMATED INTERACTION



Motion design

Nothing explains better than animation when comes to interaction. I would use After Effects to create quick and fancy animation, but it's more interesting and challenging to code it up to know its limitation. Example – user tap on the room card to charge to room bill. [VIEW](#)

INTERACTIVE PROTOTYPE



Usability testing

Let our users and stakeholders try navigating and using the prototype. Discover usability issues and collect feedback. I would love to demo the prototype when we meet.

THANK YOU

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