

CHI KIT **WONG**

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INTRODUCTION

A multidisciplinary product designer who has visual design background and project management experience. Turning complex problems into intuitive designs. Integrating creativity with technical knowledge and business needs. Worked in different industries specializing in web and mobile app design and development. Delivered and managed over 30 digital products.

EDUCATION

Aug 2006 to Aug 2008

University of South Australia
Bachelor of Media Arts

Jun 2000 to Jun 2003

Nanyang Polytechnic
Diploma in Electronics, Computer & Communication Engineering

EXPERIENCE

Nov 2013 to Present

InterContinental Hotel Group
Enterprise Solution Specialist

Design corporate and hotel employee solution. Ascertain the business owners' needs and requirements, analyze and design cross-platform solutions. Perform research and build use cases. Produce wireframes, mockups, and prototypes for testing and checking of user flow. Work with stakeholders to implement global standards and best practices. Manage vendors on regional and global projects. Provide consultation on products' user interface and experience and advise on creative direction.

Jul 2013 to Nov 2013

Charles & Keith Pte Ltd
Senior Media Designer

Spearheaded the pedroshoes.com ecommerce site. Built and piloted on the Magento enterprise ecommerce platform. Balancing fashion trend with multimedia technology, to provide an enjoyable experience to all customers on all digital mediums. Built storyboard and produced seasonal campaign videos. Discover new multimedia initiatives to enhance and strengthen the brand. Lead a team of junior designers to manage projects and to advance on their career path. Work closely with the marketing and the R&D departments, playing an influential role to the branding.

May 2011 to Jul 2013

Charles & Keith Pte Ltd
Multimedia Designer

Responsible for the design and development of the pedroshoes.com. Design and develop apps and campaigns on various social media platforms for marketing purposes. Generate analytics and traffic reports to determine the effectiveness of our marketing effort, and to understand our customers behaviour and needs, and further improve the experience we are providing.

Acquired analytical skill through various reports and research presentation.
Enhanced insight on the UI/UX aspect of the website and application.

Nov 2008 to May 2011

Ministry of Defence – Republic of Singapore Air Force

Sensor Supervisor

A Subject Matter Expert of the air crew. Apart from duties, also appointed as the Unit's Heritage Team and handled majority of the media works, videos and editorial design. Conceptualized and led various multimedia projects, from scratch to completion, managing timeline and expectation.

Jun 2003 to Nov 2008

Ministry of Defence – Republic of Singapore Navy

Naval Combat System Specialist

Sail and operate as a team. Second in-charge of departmental operations and supervised junior specialists in carrying out delegated tasks efficiently. Safeguarded the integrity of confidential information. Handled and processed confidential data. Appointed as the Duty Planner of the ship. Acquired problem solving skill through handling of system defects, as well as managing people. Enhanced insight on interpersonal relationship and communication.

RELEVANT SKILLS

Technology

Design: Adobe Photoshop, Illustrator, Premiere Pro, After Effects
UI/UX: Adobe XD, Wireframe, Prototyping, Use Case Research
Programming: HTML, CSS, PHP, Javascript (jQuery, Vue)
Content Management: WordPress, Liferay
E-Commerce: Magento
CRM: Salesforce

Languages

Fluent in English and Mandarin (Written and Spoken)
Fluent in Cantonese (Resided in Hong Kong for 12 years)

ACHIEVEMENTS

Gamification Brand Engagement Solution 2016
Corporate and Employee Solution Spotlight 2015
Pedro Seasonal Campaign Videos featured on FashionTV 2013
Appreciation for the Chief of Air Force Montage 2009
Best Serviceman of the Year Air Force ACC 2009
Best Ship of the Year 1st Flotilla 185 Squadron 2006

INTERESTS

Design, Technology, Travel, Movie