

# CHI KIT **WONG**

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## INTRODUCTION

Integrating creativity with technical knowledge and business acumen. Turning complex problems into intuitive products. From a multidisciplinary designer to managing over 30 regional and global projects and products.

## EXPERIENCE

Sep 2017 to Present

**A\*STAR - Agency for Science, Technology and Research**  
Senior Research (Social & Cognitive)

Design and develop product strategies and concepts. Plan and perform user research and implement user centred design. Create mockups and prototypes for validation. Negotiate and confirm product specs with stakeholders. Assist in product development, validation, and implementation. Evaluate product designs and recommend improvements. Influence product team with design practices and methodologies.

Sep 2017 to Present

**Trampoline Ltd**  
Product Design and Management

Drive product strategy and direction, as a core member of this A\*STAR spin-off. Synergise internal design, development, and external collaborations. Raise fund for programmes and engage partners on product adaptation. Volunteer time to provide career advice and guidance to students with autism.

Nov 2013 to Sep 2017

**InterContinental Hotel Group**  
Enterprise Solution Specialist

Design corporate and hotel employee solutions. Ascertain the business owners' needs and requirements, analyze and design solutions. Work with stakeholders from different offices, to implement global standards and solutions. 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 Group**  
Senior 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 Group**  
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.

## 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

## SKILLS

Product

Stakeholder Management, User Interview, Usability Testing  
User Interface, Interaction, and Experience

Software

Programming: HTML, CSS, PHP, Javascript  
Design: Adobe Photoshop, Illustrator, Premiere Pro, After Effects, XD  
CMS/CRM: WordPress, Liferay, Magento, 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  
Best Serviceman of the Year Air Force ACC 2009  
Best Ship of the Year 1<sup>st</sup> Flotilla 185 Squadron 2006

## VOLUNTEER

Trampoline, Silver Generation Ambassador, St Hilda's