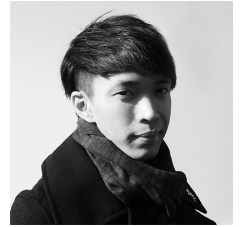


CHI KIT **WONG**

Nationality: Singaporean
Mobile: +65 92200715
Email: hello@chikit.sg
Web: chikit.sg



INTRODUCTION

Integrating creativity with technical knowledge and business acumen. Turning complex problems into intuitive solution that people use and love (mostly).

EXPERIENCE

Sep 2017 to Present

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

Led the design of products that doubled the interest from the industry. Built prototypes that gotten higher and faster buy-ins. Performed user research and implemented user-centred design. Conducted user testing and iterated on design that produced 20% average increase in user satisfaction. Collaborated with product owners on product strategies. Managed vendors and worked with stakeholders to bring design to production. Organised internal workshops on ideation, to facilitate productive brainstorming and kickoff.

Sep 2017 to Present

Trampoline Ltd
Product Design and Management

Drove product strategy and direction for a core product. Synergised internal design, development, and external collaborations. Raised funds for programmes and engaged partners on product adaptation. Organised internal workshops on design sprint, to facilitate prototyping and testing new concepts.

Nov 2013 to Sep 2017

InterContinental Hotel Group
Enterprise Solution Specialist

Designed and launched a finance software that saves the company millions of dollars annually. Ascertained the business owners' needs and requirements, analyzed and designed corporate and hotel employee solutions. Worked with stakeholders from different continents, to implement global standards and solutions. Managed vendors on regional and global projects. Provided consultation on products' user interface and experience.

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. Led junior designers to manage projects and their personal development. Worked closely with the marketing and the R&D departments, playing an influential role to the overall branding.

May 2011 to Jul 2013

Charles & Keith Group
Multimedia Designer

Led the design and development of the pedroshoes.com. Designed and developed marketing apps and campaigns on various social media platforms. Generated analytics and traffic reports to determine the effectiveness of our marketing effort, and to understand our customers behaviour and needs, to 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.

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

CERTIFICATION

Jul 2019

Nielsen Norman Group
UX Certificate

SKILLS

Product

Stakeholder Management, User Interview, Usability Testing
User Interface, Interaction, and Experience Design
Agile, Scrum

Software

PM: Jira, Bitbucket, Trello
Programming: HTML, CSS, PHP, JavaScript, Flutter
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