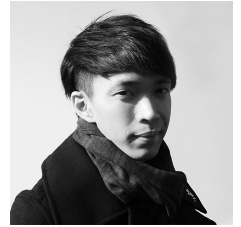


CHI KIT **WONG**

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INTRODUCTION

Integrating creativity with technical knowledge and business acumen. Turning complex problems into intuitive solution that people use and love (mostly). Being solution-oriented with hands-on experience consulting on product development initiatives in the retail, hospitality, healthtech, and startup space. A collaborative, organized, and communicative team member, well-versed in product lifecycle methodologies and frameworks, excited by the prospect of expanding product development experience in a product role.

EXPERIENCE

Sep 2017 to Present

A*STAR - Agency for Science, Technology and Research Senior Research Engineer (UX Design)

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 at this startup. Revamped the product and brought 100% increase in revenue. 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

Jun 2020

IBM

Enterprise Design Thinking Practitioner

Jul 2019

Nielsen Norman Group

UX Certificate

SKILLS

Product

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

Software

PM: Jira, Bitbucket, Trello
UX: XD, Figma, Useberry
Code: HTML, CSS, JS, Flutter
Design: Photoshop, Illustrator, Premiere Pro, After Effects
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
Seasonal Campaign Videos featured on FashionTV 2013