

Dio Wong

product designer

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EXPERIENCE

Communications Specialist • Urban Racks

SEPT 2019 - JAN 2021 • Surrey, BC

- Designed and implemented a new company website using Wordpress, resulting in increased leads and optimized UX.
- Organized documentation and created collateral which resulted in the company being awarded a 5-year contract with TransLink BC.
- Constructed new product specification documents adhering to color utilization, branding, and content positioning guidelines.
- Demonstrated understanding of condition mapping, flow chart creation, information hierarchies, and interface responsiveness.

Event Coordinator • Cloverdale BIA

MAY 2018 - AUG 2018 • Surrey, BC

- Organized information & documentation survey/interview data resulting in invaluable event feedback.
- Facilitated community engagement by orchestrating promotional social media campaigns.

DESIGN PROJECTS

Product Designer • Tangerine

JAN 2021 - MARCH 2021

Capstone

- Individually designed a prototype for an innovative donation app that tackles deficient donation habits in Canadian millennials under narrow timelines by employing proficient use of Figma.
- Developed an engaging and meaningful app experience by executing key human-centered design principles in a structured manner.

Content Designer & Facilitator • HelloFresh

FEB 2021 - FEB 2021

Sprint (remote)

- Designed an intuitive web app solution that improves the expediency of HelloFresh's internal recipe ideation process by using Figma to facilitate a design sprint and keeping team members on track in terms of adherence to the integrity of the design process.
- Articulated engaging and concise copy within the prototype and pitch slide deck, resulting in constructive project feedback from the HelloFresh team and an engaging product experience.

EDUCATION

User Experience Design Diploma

BrainStation

JAN 2021 - APRIL 2021 • (Remote)

Bachelors of Arts in Communication

Simon Fraser University (SFU)

SEPT 2015 - JUNE 2019 • Vancouver

COMPETENCIES

Design

- User Experience
- User Interface
- Agile UX
- Content Design
- Prototyping
- User Research
- User Testing
- Wireframing
- Responsive Web Design

Tools

- Figma
- Sketch
- Zeplin
- Adobe Illustrator
- Adobe Photoshop
- Principle
- InVision
- Google Docs, Sheets, Slides

INTERESTS

- Psychology
- Economics
- Blockchain
- Tech & Fintech
- Writing
- Reading