



ERICA WONG

I'm a UI designer with front-end coding and UX experience. Enjoy working on visual design while practicing user centered design principles for better experience on web and mobile devices.

EXPERIENCES

AIRG UI DESIGNER / ARTIST, MAY 2012 - CURRENT

Worked on various projects involving UX/UI Design for games, websites and app on multiple platforms, and game illustrations.

- Currently working on UI and creating prototype for a web based interactive guide and helping an artist with illustrations.

Used: Sketch, Principle, Illustrator, Photoshop

- Translated wireframes to visual design Just 10 on various platforms (desktop, iOS, Android, BB10) and created wireframes, flow, and prototypes for new features and improved flow of existing functions for better user experience.

Used: Sketch, Invision, Illustrator, Photoshop

- Work with other artists to create characters and motion graphics for a desktop game, "Big Barn World".

Used: Photoshop

BEST BUY CANADA UI DESIGNER, OCT 2011 - JAN 2014

Collaborated with various departments to create and improve online marketing campaigns such as eNewsletter, facebook and 3rd parties banners, motion graphics.

- Developed prototypes and redesigned visuals and content strategy for eNewsletter. Improved the conversion rate by approximately 16% within the first month.
- Created in-house eNewsletter design process to help minimize production cost.
- Created style guide and documentation on project process.
- Updated ecommerce site for weekly updates.

Used: Photoshop, Illustrator, Flash, After Effect, HTML/CSS

WESTCOMZIVO HTML / WEB DESIGNER, SEPT 2010 - SEPT 2011

- Worked on various projects including prints, web design for mobile apps, responsive websites, front-end development and maintenance.

Clients include: KFC HK, Hitachi HK, Government of Hong Kong, Rickshaw Bus, The Hong Kong Polytechnic University

Used: Photoshop, Fireworks, HTML/CSS

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SKILLS

Sketch
Photoshop
Illustrator
Principle
Invision

UX Design
UI Design
Prototype
Responsive Design

HTML
CSS
Foundation
Bootstrap

EDUCATIONS

BRAINSTATION

SUMMER 2016

User Experience Design
(Part Time)

SIMON FRASER UNIVERSITY (INTERACTIVE ARTS AND TECHNOLOGY)

GRAD 2009

BA in Media Arts