

JASON WONG

Product Designer

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Experience

● Treasury Wine Estates

User Experience Designer | January 2019 - Present

- Designed and Shipped: multimillion-dollar eCommerce platform for mobile & web platform, designed all eCommerce sites to users customizing club membership and shipments
- Responsible for all UI design decisions to create visually stimulating and appealing designs for the entire design system which was the base for 8 TWE portfolio brand eCommerce sites
- Conducted user studies and tests and translated insight findings to sketches, wireframes, and mocks to communicate user flows and interactions to engineers, product managers, business teams, and Direct to Consumer team
- Tested and iterated user flows for stakeholder sign off and ship

● Freelance Product Designer

Product Designer | Oct 2018 - Present

- Collaborating with stakeholders, engineers, and designers to research, ideate, test, and iterate design solutions. Organizations that I've collaborated with:

Restvo | Mentorship | Mobile - Leading user research to user flows and high fidelity prototyping

Get Viewfinder | Travel & Photography | Mobile - Contributed to user research and high fidelity prototyping

● Designation

User Experience Designer | Feb 2018 - Aug 2018

- Collaborating with designers, engineers, and stakeholders to create user-centred design choices through research, synthesis, ideation, testing, and iteration for clients:

WeWork | Hospitality | Mobile - Designed platform backed with user research to connect businesses and non-profits within WeWork community

Neopenda | Medical Devices | Tablet - Designed solution to help save neonatal infant lives in Uganda

Urban Array | Community | Web Responsive - Designed platform to empower members of the south-side Chicago community

● Account Executive at Sellpoints & CallidusCloud by SAP

Sellpoints | Nov 2017 - Nov 2018 CallidusCloud | March 2015 - Nov 2018

- Managed e-commerce relationships as the POC for e-commerce platform partnerships with Amazon, Walmart, Costco, Twitter, GoPro, Macys, Verizon, New Balance, and United Airlines to develop strategies to help clients grow their business.

Skills

End-to-End User Research

Heuristic analysis
Domain Research
User Interviews
Surveys
User Personas
Affinity Diagrams
Competitive Analysis
Journey Mapping
Experience Mapping
Information Architecture
Sketching
Ideating Concepts
User Testing

Low-to-High Fidelity Prototyping

Wireframing
Building Design Systems
User Interface Design
Color theory
Grid Systems

Web Responsive Design

Mobile Design

Interaction Design

Education

University of California, Santa Cruz
Business Management Economics
'14

Tools

Sketch & Invision
Adobe Creative Suite
Balsalmiq
Figma
Axure
Keynote

Learning & Developing

HTML & CSS
Motion Design