

Belle Po Ying Wong

UX/UI Designer

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As a detail-oriented and passionate UX/UI designer, my career objective is to deeply understand users and create digital products that are both visually appealing and highly usable for businesses. My strong background in user research equips me with the skills to identify and address user needs effectively. With experience spanning marketing, e-commerce, and user experience design, I excel at transforming insights into seamless, user-friendly interface designs. Leveraging my e-commerce expertise, I bring a unique perspective to crafting conversion-focused digital experiences.

I embrace feedback and constructive criticism, valuing the iterative design process. My collaborative spirit allows me to work effectively with cross-functional teams, managing multiple projects while adhering to time and budget constraints and addressing stakeholder needs.

I am adept at presenting complex UX/UI concepts to both technical and non-technical audiences and possess a strong proficiency in UX design best practices, user-centred design, rapid prototyping, and accessibility considerations.

Experience

B.O.S.S. Product Developments Inc. - UX/UI Design Internship

Jun 2024 - Sept 2024, Toronto

- Created personas and journey maps to understand users.
- Managing 3 projects at a time assisting wireframes, mockups, and prototypes development with Figma.
- Collaborated with cross-functional teams.

Skechers Hong Kong Limited - E-Commerce Internship

Jun 2021 - Aug 2021, Hong Kong

- Assisted in executing digital marketing campaigns, driving traffic and increasing sales on e-com platforms.
- Created content materials and suggested website improvements.
- Collaborated with cross-functional teams.

The Overlander - Part-time Sales Associate

Jun 2019 - Jun 2021, Hong Kong

- Understood customer needs and provided recommendations.
- Executed campaigns that boosted sales and foot traffic.
- Collaborated with marketing team.

Education

User Experience (UX) Design Graduate Certificate

Sept 2023 - Aug 2024, Humber College, Ontario

Bachelor of Business Administration in Marketing

Sept 2018 - Jun 2022, City University of Hong Kong

Achievements

Dean's List of User Experience Design

Humber College, Ontario

Skills

UX/UI Design:

- User-centred design
- Conversion-focused design
- Wireframes, mockups, and prototyping
- Cross-platform design adaptability

User research:

- Personas, Journey Maps, User Flow
- Interviews, focus groups
- Heuristic analysis, Competitive analysis
- Card-sorting, information architecture
- Usability testing

Others:

- Collaborates with cross-functional teams
- Works independently while managing multiple projects under constraints
- Maintains a respectful approach
- Open to feedback and communication

Tools

- Figma, Figjam, Canva
- Wordpress, Wix, Framer
- Adobe Creative Suite
- Microsoft Office Suite