Avril Wong

Product Designer | User Experience Designer

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SKILLS

Product Design
Interaction Design
Visual Design
User Experience
User Interface
Design System
Mobile Design
Web Design
User Research
Usability Testing
Information Architecture
Wireframing
Prototyping

TOOLS

Figma
Sketch
Adobe Creative Suite
Framer
VS Code
HTML, CSS
Javascript
Terminal
GitHub

EDUCATION

University of Macau

Bachelor of Business
Administration, Marketing

LANGUAGES

English
Chinese (Cantonese)
Chinese (Mandarin)

EXPERIENCE

Freelance

UX Designer   Jun 2022 - Present

- Led end-to-end branding and website development projects, customizing solutions to meet specific business needs and brand identities.
- Conducted in-depth research and offered strategic insights to support clients in achieving their business objectives.
- Created visually compelling designs with seamless user experiences, utilizing technical expertise in HTML, CSS, and JavaScript.

VSE Inc.

Product Designer   Jan 2023 - Aug 2023

- Spearheaded app interface and workflow enhancements, concurrently developing a design system for consistent and scalable app design.
- Collaborated with stakeholders to design and launch the appointment feature, overseeing the process from ideation to implementation.
- Mastered HTML & CSS skills to support the maintenance of the marketing website.

Language I/O

Product Designer   Aug 2021 - May 2022

- Revamped the company website, resulting in increased lead generation and conversion rates.
- Customized feature designs for the company's primary products to meet client specifications.
- Designed a self-service portal from scratch, enabling clients to join, renew, and manage subscriptions independently, leading to a boost in retention rates.

Apple

Worldwide Developer Relation   Aug 2016 - Jul 2021

- Served as the primary liaison for developer advocacy, facilitating cross-cultural policy implementation.
- Analyzed the latest UI/UX trends in iOS applications, providing insights to help developers enhance user engagement and interface design.
- Provided valuable feedback to iOS app developers to improve their apps' user experience.

Apple

Apple Music Localization   Jul 2015 - Apr 2016

- Participated in the global launch of Apple Music in Asia, contributing to pre-launch material production and post-launch testing.
- Conducted quality assurance for user experience and editorial content.
- Developed and adapted marketing content for multiple channels, ensuring effective localization.