

KA MING (ADDY) WONG

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SUMMARY

Senior UI/UX designer with 12+ years of hands-on experience in mobile (iOS and Android), digital media, web and multimedia projects from concept inception to completion. Proficient in transforming abstract customer ideas into visual products including branding, websites, user interface, illustration, animation, advertisements, brochures, and catalogs. Consistently recognized by management and client as a conceptual thinker, self-starter, and quick learner.

TOOLS & SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effect
- Adobe Dreamweaver
- Adobe Edge Animate
- InVision
- HTML /CSS
- JIRA / Confluence
- Wireframing
- UI & UX Design
- Iconography
- Illustration

PROFESSIONAL EXPERIENCE

DESIGN WITH 8

09.2017 – Present

GRAPHIC DESIGNER / ILLUSTRATOR

- Participated in Instagram [#The100DayProject](#).
- Designed a series of rock climbing theme merchandise including decal, coaster, T-shirt and art prints.
- Collaborated with designer at Zs on the puppy series for women accessories merchandise from conceptual design, illustration to final production. Design series popularized by Hong Kong artists:
 - [Miss Hong Kong 2018 1st Runner-up](#)
 - [Hong Kong singer-songwriter](#)
 - [Miss Hong Kong 2010 Winner](#)

GEICO

03.2010 – 08.2017

SENIOR DIGITAL DESIGNER

- Effectively applied current design trends on projects while maintaining corporate UI specifications.
- Created original vector art and iconography for various GEICO products and served as the in-house subject-matter expert.
- Actively mentored junior designers by inspiring on innovative designs, producing high-quality deliverables, and driving design best practices and company's standards.
- Accurately captured client's vision and transformed business requirements into wireframe, high fidelity mockups, illustration and final visual design.
- Constructed polished animation prototype to demonstrate UI interaction concept.

- Collaborated closely with other UX designers and front-end developers to review design implementation and propose creative alternatives to solve for development limitations.
- Integrated ideas and knowledge from 2016 South by Southwest design conference into design concepts.

Projects Highlights

- Nominated by the department Director to submit the Emergency Roadside Service project for 2017 Webby Awards.
- Complimented by the senior management that the unique visual approach of the DiVA-R project is superior to the concept delivered by IBM.
- Increased the Umbrella Insurance product upsell page click rate with a simple and cohesive user interface to enhance users' primary actions.
- Successfully designed the Umbrella Insurance product icon, a design challenge other colleagues had not been able to solve due to the restrictive partner trademark and marketing agreements.
- Designated designer to support GEICO HR department on the techunexpected.com page and printed and digital advertisements.

AOL

03.2005 – 12.2009

SENIOR VISUAL INTERACTIVE DESIGNER - MARKETPLACE GROUP

- Enhanced numerous page layouts from wireframe concept to visual design using Photoshop.
- Designed user friendly dynamic lead, blogger's illustration and visual design for the Tripvine project.
- Worked closely with the development leads and product leads to improve user experience.

VISUAL INTERACTIVE DESIGNER - COMMERCE GROUP

- Designed creative web pages, flash mocks, web banners, and email templates.
- Expanded existing visual experience by introducing artistic style, color, and design pattern to AOL pages.
- Created style guides and design specifications for the development team.

Projects Highlights

- Led the concept and design of the AOL Travel main page.
- Improved audience visual experience on AOL channels (AOL Autos, Shopping, Travel, Careers, and Personals).

PRIOR FREELANCE EXPERIENCE

Zerion Software VISUAL DESIGNER	07.2008 – 10.2008
Omni Studio WEB DESIGNER/FLASH DESIGNER	01.2005 – 03.2005
Mediabarn VISUAL DESIGNER – INTERNATIONAL WEATHER SOURCE WEB SITE WEB DESIGNER – US BASED ONLINE SHOPPING COMPANY SKIN DESIGNER – JAPAN BASED ADVANCED TECHNOLOGY CORPORATION FLASH DESIGNER – MEDIABARN WEB DESIGNER – US BASED CUTTING EDGE INTERNET PROVIDER	07.2004 – 12.2004
Mobile Media Entertainment GRAPHIC ARTIST/WEB DESIGNER	05.2004 – 07.2004
Zerion Software GRAPHIC ARTIST/WEB DESIGNER	12.2000 – 05.2004
Harmony Career International GRAPHIC ARTIST	01.2000 – 04.2000
SAIC - General Sciences Corporation (GSC) GRAPHIC ARTIST/WEB DESIGNER	07.1999 – 01.2000

EDUCATION

Maryland University At Baltimore County BALTIMORE, MARYLAND MAJOR: GRAPHIC DESIGN	1996-1999
Montgomery College ROCKVILLE CAMPUS, MARYLAND	1994-1996