

# KA MING (ADDY) WONG

## UI/UX DESIGNER

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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**

#### **GEICO**

03.2010 – Present

#### **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

07.2008 – 10.2008

VISUAL DESIGNER

### Omni Studio

01.2005 – 03.2005

WEB DESIGNER/FLASH DESIGNER

### Mediabarn

07.2004 – 12.2004

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

### Mobile Media Entertainment

05.2004 – 07.2004

GRAPHIC ARTIST/WEB DESIGNER

### Zerion Software

12.2000 – 05.2004

GRAPHIC ARTIST/WEB DESIGNER

### Harmony Career International

01.2000 – 04.2000

GRAPHIC ARTIST

### SAIC - General Sciences Corporation (GSC)

07.1999 – 01.2000

GRAPHIC ARTIST/WEB DESIGNER

## ***EDUCATION***

### Maryland University At Baltimore County

1996-1999

Baltimore, Maryland

Major: Graphic Design

### Montgomery College

1994-1996

Rockville Campus, Maryland