

TIFFANY KWONG

UX DESIGNER. RESEARCHER

As a passionate UX designer and researcher, I bring a unique perspective on user behavior to my work. Graduating from a UX Design Post-graduate program at St. Lawrence College, I have gained hands-on experience in user research, user-centered design, design thinking process, wireframe/prototype development, and information architecture.

Throughout my academic in the UX field, I have honed my research skills through various client projects, including a successful redesign of the intranet for The City of Kingston and an optimization of interactions and user experience at the Aquatarium in Brockville. In these projects, I conducted user research, data analysis, and communicated closely with clients to ensure that the proposed designs met the needs of all stakeholders.



Skills

- Figma
- Miro
- Adobe XD
- Adobe Photoshop and Illustrator
- Microsoft Office Suite
- HTML
- Card Sorting
- User Interviews & Survey
- Usability Testing
- Journey Mapping
- Design Thinking
- Content Editing
- Project Management
- Media Relations



UX Projects

Redesigning the Space of Aquatarium

Client: Aquatarium, Brockville

- As a UX researcher and designer of this client project, I utilized two research methods namely observational research and competitive scanning to gather valuable insights into visitors' behavior and preferences.
- I further analyze the data and synthesizing the findings, and then provided actionable design recommendations that helped create a better user experience for visitors.

Enhancing the UX of KingNet, Intranet of The City of Kingston

Client: The City of Kingston

- As the UX researcher and project facilitator in this client project, I conducted user research using various methods such as surveys, interviews, feedback session and A/B testing to identify user needs and pain points.
- I worked closely with the UX designers to translate the research insights into design solutions.
- Through my role as a researcher, I was able to gather valuable insights that helped the team make informed decisions, resulting in a more user-centered and efficient interface.



About Me



yiou846@gmail.com



647-453-5031



www.linkedin.com/in/tiffkwong



<https://yiou846.wixsite.com/tiffanykwong>



English, Cantonese, Mandarin, Japanese



Education



Post-graduate Certificate in UX Design

Sep 2022 - May 2023



St. Lawrence College, Ontario, Canada



Bachelor of Arts in Media and Communications

2015 - 2017



The University of Melbourne, Victoria, Australia



Associate of Arts in Bilingual Communication Studies

2012 - 2014



The City University of Hong Kong, Hong Kong

Limestone City Bike Share

- As the UX researcher and designer in this solo student project, I was conducted competitive analysis and card sorting to determine the information architecture of the website, and then further developd a hi-fi prototype using Adobe XD for a fictional company website.



Work Experience

Senior Project Executive

The Hong Kong Green Building Council

Jan 2022 - May 2022

- Successfully monitored and delivered a large-scale educational project to over 12,000 students in Hong Kong.
- Expanded the project's reach by persuading 2 new schools to participate, increasing the target audience by 2000 students.
- Led a team of 4 in executing educational activities within the specified timeline and budget with project management skills, including task prioritization, team coordination, and risk assessment.
- Planned and executed 5 events and ceremonies for the Marketing Department throughout the fiscal year with capabilities in creativity, attention to detail, and effective communication skills.
- Managed social media content creation, scheduling, and monitoring across 3 platforms, namely Instagram, Facebook and LinkedIn.
- Conducted stakeholder focus group meetings to gather valuable insights and perspectives for propaganda.

Junior Project Executive

The Hong Kong Green Building Council

Jan 2021 - Jan 2022

- Monitored a large-scale educational project, partnering with over 120 schools and the largest charitable organization in Hong Kong
- Tailored the project materials to accommodate student's needs and educational level.
- Coordinated and executed 3 events for the Marketing Department while maintaining strong communication with stakeholders to understand their needs.
- Arranged corporate shootings to promote Green Building education on TV broadcast.

Corporate Communications Officer

The Hong Kong Institution of Engineers

Mar 2018 - Feb 2020

- Oversaw and facilitated the production of 2 key corporate publications for the institution, ensuring they were designed and written with the subscribers in mind.
- Managed media inquiries and generated press releases to promote the institution's mission and achievements
- Coordinated corporate meetings and facilitated media interviews with key stakeholders.



Volunteer

The Juvenis Festival (Kingston's Youth Arts Festival)

Artist

Kingston, Ontario, Canada