

# Jolie Wong

## Graphic Designer | UI/UX Designer

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Experienced Graphic and UI/UX Designer with over 6 years in creating and managing brand identities, including 1 year focused on UI/UX design. Skilled in branding and crafting unique visual identities for diverse brands, including cultural institutions and community-focused infrastructure projects. Eager to apply my skills and passion to design projects that promote community engagement and make a meaningful impact.

### AREAS OF EXPERTISE

- Branding & Visual Identity
- UI/UX Design
- Motion Graphics
- Community & Culture Projects
- User Research & Wireframing
- Adobe Creative Suite
- Problem Solving
- Creative Thinking
- Visual Identity Guidelines

### KEY ACHIEVEMENTS

**Community Engagement and Project Recognition** : Played a key role in designing the branding for the *Revitalization of Tsui Ping River*, supporting increased community involvement and contributing to its recognition as one of the Award360° BEST 100.

**Elevated Brand and Visual Impact** : Developed and implemented compelling brand identities and visual designs for *Hong Kong Museum of Coastal Defence*, *"In-Between"* exhibition at the *Hong Kong Museum of Art*, *BORRN*, a UK baby products brand...etc, enhancing their market presence and consumer engagement through innovative design.

### PROFESSIONAL EXPERIENCE

#### Page Lab

UI/UX Engineer

Hong Kong | Dec 2022 - Dec 2023

- Led the design and development of *Dokify*, a cloud-based SaaS platform, by conducting user research, creating wireframes, and developing prototypes to improve user experience.
- Managed UI design tasks, including the creation of a comprehensive UI library, branding elements, and the official website using Webflow.
- Collaborated with product managers to align design solutions with user needs and project goals.

#### Kimhung Design

Senior Graphic Designer

Hong Kong | Aug 2019 - Jun 2022

- Designed and executed brand identities for diverse clients, including *Hong Kong Museum of Coastal Defence*, *BORRN* (UK baby products brand), *Fasome* (dried seafood brand), and the , enhancing their visual impact and market presence.
- Curated and designed the visual identity for the *"In-Between"* exhibition at the *Hong Kong Museum of Art*, working closely with curators to ensure cohesive presentation and improved visitor engagement.
- Contributed to the *Revitalization of Tsui Ping River* project by developing branding strategies and planning future community engagement activities, supporting its recognition as one of the Award360° BEST 100.

## **J Production**

Graphic Designer

Hong Kong | Sep 2016 - Jun 2019

- Created visual materials for various NGOs, including pamphlets and booklets, to effectively communicate their messages and support their initiatives.
- Developed activity identities, including logos and backdrops, to enhance the branding of diverse events and campaigns.

## **EDUCATION**

### **Xccelerate**

User Experience Design Course | Part-time | 2021

### **CO1 School of Visual Art**

Diploma in Commercial Design | 2016-2018

### **Hong Kong Shue Yan University**

Bachelor of Arts (Hons) in Journalism and Mass Communications | 2012-2016