



Jessica Wong

UX/UI Designer

Enthusiastic UX/UI designer with a robust foundation in crafting impactful and intuitive user-centred designs. Graduating with first-class honours in BDes Hons Interaction Design from Ulster University, I have a proven track record of delivering high-quality outcomes throughout my academic career. I am seeking a UX/UI Design role where I can leverage my skills and passion to contribute effectively to innovative projects and further develop my expertise in creating engaging user experiences. Additionally, I bring experience in illustration, branding, social media strategy, and graphic design marketing. Known for my commitment to adapt across various design disciplines, I am dedicated to improving both myself and the communities I work within. I look forward to contributing to a dynamic team, collaborating effectively, and seizing new opportunities to establish and advance my career.

EXPERIENCE

David Henderson Design

Junior Designer
2021-2022

- **Specialisation:** Gained extensive experience in UX/UI design, branding, illustration, graphic design marketing, and social media management.
- **Website Redesign Project:** Collaborated with the UX/UI team on redesigning an accessibility-focused e-commerce website. Designed a user-friendly shopping page that showcased various products. Conducted user research and analysed client needs to create a streamlined UX experience, resulting in a 20% increase in targeted design solutions.
- **Branding Project for Church:** Collaborated with a team on a branding project for a church in New Zealand, where my logo design was chosen. The project succeeded by closely adhering to the client's brief, resulting in no required revisions. I exceeded client expectations by creating additional design assets that strengthened the church's brand identity.
- **Social Media Engagement:** Successfully boosted social media engagement by 25% for retail and hospitality businesses. Have strategically interacted with users and promoted account visits, leading to increased customer footfall and client satisfaction.
- **Design Systems Development:** Took part in creating a comprehensive design system for a furniture business. Focused on maintaining consistency across social media graphics, which was then seamlessly integrated into their website. This system became integral to the company's brand identity and online presence.
- **Lead Designer for Magazine Project:** Served as the lead designer for a magazine project during my placement. Communicated directly with the client to discuss and resolve issues, leading to successful project outcomes. Have maintained ongoing collaboration across multiple projects with client throughout the placement.

EDUCATION

Ulster University (Belfast, Northern Ireland)

Interaction Design - BDes (Hons) Faculty of Arts, Humanities and Social Sciences
2019 - 2023

Art and Design Foundation Year - BA (Hons) Faculty of Arts, Humanities and Social Sciences
2018 - 2019

Ashfield Girls High School (Belfast, Northern Ireland)

SKILLS

- **UI/UX Design** – Sketching, wireframing, mock-ups and prototyping
- **User Research** - Empathy mapping, interviews, user journey mapping, card sorting, qualitative and quantitative bias
- **Usability Testing** - Interviews, accessibility evaluation
- UI Research
- Design Systems
- Basic HTML & CSS
- Illustration
- Branding
- Graphic Design
- Social media marketing & managing
- Webflow
- Miro

Languages:

English (*Fluent*)

Chinese Cantonese (*Intermediate*)

Software:



EXPERIENCE - Continued

Good Fortune Chinese Restaurant

Waitress

2022 - 2024

- **Versatile Team Member:** Demonstrated adaptability and quick learning by efficiently handling various positions within the restaurant, including front-of-house responsibilities and kitchen duties. Trusted to manage the shop independently during temporary absence from other staff members.
- **Fast-Paced Environment:** Thrived in a busy, fast-paced environment by multitasking and completing continuous tasks such as taking orders, delivering food and drinks, handling payments, and answering phone calls etc. I have developed an excellent memory, enabling me to multitask throughout shifts.
- **Attention to Detail:** Proactively identified and addressed customer needs, ensuring a smooth dining experience. For example, quickly communicating with the kitchen and identifying any minor issues before the customer recognises. This attention to detail and ability ensure each potential has been met to showcase a perfect dining experience.
- **Effective Communication:** Fluent in both English and Chinese, I can facilitate clear communication between staff and customers, and ensure efficient service. Have built strong relationships with customers by recognising and responding to their specific needs and preferences by forming a customer relationship with them.
- **Problem-Solving:** Effectively communicate with customers to resolve issues and maintain a high standard of service. Also skilled in resolving conflicts by understanding customer concerns and addressing them effectively, maintaining a positive reputation for the restaurant.
- **Operational Efficiency:** Responsible for opening the restaurant and preparing for business hours, demonstrating strong time management skills to the overall operational efficiency of the establishment.

TALENTS

- I actively sought out feedback and engage in critique sessions to ensure I am delivering my best work.
- I maintained a keen eye for detail in every task I do. I commit to the highest standards and consistently aimed for perfection, ensuring the highest quality is met.
- I effectively communicate with clients to understand their needs and wants clearly. Including any design conflicts are addressed, ensuring clients felt heard and achieving the best possible outcomes.

RECOGNITIONS

Diploma in Professional Practice
with Distinction in BDes Hons Interaction
Design (2023)

Dean's List Award 2020/21
Certificate of Achievement
in BDes Hons Interaction Design

Ashfield Girls High School:

Art and Design Award
(A2 Level)

Health & Social Care Award
(A2 Level)

REFERENCES

Dr. Kyle Boyd

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Keith Poon

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Based in Belfast, Northern Ireland

