Kimberley Wong

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🔗 https://kimbabadesign.com/

SKILLS

Figma
Sketch
Adobe XD
Framer
Axure
Google Analytics
Adobe Analytics
Copywriting
Miro
Microsoft Suite
Qualtrics
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
HTML
CSS
Javascript

AWARD

AAMI App Design Hackathon
1st runner up - $10,000 prize

CERTIFICATIONS

Accessibility training course
Intopia

ADMA Digital Marketing courses
Foundation of Digital Marketing
Loyalty & retention program
Marketing Strategy
Copy writing for marketing

Adobe Analytics Certification
Implementation & Analytics

EXPERIENCE

UX UI Designer   •   Suncorp Group
November 2019 - August 2023
Designed website and apps as a in-house designer. Also worked on freelance projects with other clients.

Project highlights include :
- Formulating design directions for Suncorp Group new loyalty & rewards program
- Designer for Suncorp Bank Android & iOS App
- Redesigned claims experience for home & car insurance
- Constructed design libraries in Figma, transitioning from Sketch
- Redesign the broker insurance portal for GIO & Vero
- Designed Virtual Assistant chatbot experience that was featured in AFR Australia.
- Redesigned home insurance purchase funnel

Freelance projects :
- Australia Donation platform : GiveNow
- Bali Surfing gym - developed some key screens for their app
- Helped a local boutique store with their website

Digital Marketer   •   Suncorp Group
2016 - 2020
Prepared performance analysis reports and insights for digital marketing campaigns to allow better planning for consecutive campaigns. Utilise Adobe & Google analytics frequently.

Helped out with implementing digital marketing and email campaigns.

Pilates instructor   •   Melbourne Australia
2022 - 2023
Qualified pilates instructor - plan classes and focus on servicing studio clients

Pricing Analyst   •   Suncorp Group
2014 - 2016
Used programs like sas, Excel & Excel macros to formulate pricing strategy, calculate rating factors and conduct monthly product monitoring.

Tennis Coach   •   Royal Park Tennis Club
2015-2016
Taught kids program and private clients

University Library & IT Staff   •   University of Melbourne
2011 - 2014
Worked in the university libraries to provide IT support and library aid.

EDUCATION

Diploma in Graphic Design
Shillington Design College

Bachelor of Commerce
University of Melbourne - Accounting & Finance

FullStack Development Bootcamp
HTML | CSS | Javascript | Python