



Kimberley Wong

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🌐 <https://kimbabadesign.com/>

SKILLS

- UX Design process
- UI Design with Figma
- User research
- Lookback tool
- Google + Adobe Analytics
- Miro
- Qualtrics
- Axure
- Adobe Creative Suite
- Framer
- Good knowledge on Front-end and Back-end coding

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

EDUCATION

Diploma in Graphic Design

Shillington Design College

FullStack Development Bootcamp

HTML | CSS | Javascript | Python

Bachelor of Commerce

University of Melbourne - Accounting & Finance

EXPERIENCE

Portfolio Analyst • Suncorp Group

October 2024 - Current

Prepare budgets, reports commentary and monthly sales & claims reports. Put together insights from market research, customer research and internal data into presentations for higher level stakeholders.

UX UI Designer • Freelancer

Jan 2020 - Current

Mainly work with clients to improve their website or help construct their brand identity for different objectives. Clients include:

- Arnold's supermarket store in Albury
- Fetch Bali surf school
- Helped a local businesses with their website & branding

UX UI Designer • Suncorp Group

November 2019 - August 2023

Designed website and apps as a in-house UX/UI designer. Conduct user research depending on project purpose & goals

Project highlights include:

- Formulating design directions for Suncorp Group new loyalty & rewards program
- Designer for Suncorp Insurance App
- Designer for Suncorp Bank, Home loans, Personal loans & Credit cards
- Redesigned claims experience for home & car insurance
- Constructed design library systems in Figma, transitioning from Sketch
- Redesign the broker insurance portal for GIO & Vero
- Designed Virtual Assistant chatbot experience that was featured in AFR Australia.
- Participated & prepared user research activities
- Support & work on BAU design tasks sprint to sprint

Marketing Tech Specialist • Suncorp Group

2016 - 2020

Using Adobe Analytics & Google Analytics, I prepared performance reports and insights for digital marketing campaigns to allow better planning for campaigns. Also implemented digital marketing and email campaigns

Pricing Analyst • Suncorp Group

2014 - 2016

Used programs like sas, Excel & Excel macros to formulate pricing strategy, calculate rating factors and conduct monthly portfolio monitoring.

University Library & IT Staff • University of Melbourne

2011 - 2014

Worked in the university libraries to provide IT support and library aid.

AWARD

AAMI App Design Hackathon

1st runner up - \$10,000 prize