

Aaron Kwong

UI/UX DESIGNER

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PROFILE

I've been working in UI/UX for close to four years. Due to my learnings as a *Cognitive Systems* student at UBC, my mind is a balanced blend of analytical and creative qualities.

I care about the details and have experience working with teams to brainstorm *whiteboard* concepts. I can create *wireframes* at varying levels of fidelity, and enjoy *prototyping* ideas. I enjoy working with devs to build ideas out

SKILLS

Research

Prototyping
Wireframing
User Testing
Visual Design
Web Design
Branding

Design

Figma
Zeplin
Sketch
InVision
Photoshop

EXPERIENCE

UI/UX Designer | PlantedMeals

DEC 2020 - CURRENT, VANCOUVER, BC

- Led the creative redesign of the responsive website flow for the company website and ordering portal.
- Designed a light weight interface in order to boost new customer conversion and improve current customer retention.
- Responsible for heuristic analysis, wireframing, user flows, concept sketches, and visual design.

Researcher | The University of British Columbia

JAN 2021 - APR 2021, VANCOUVER, BC

- Conducted research to determine the association between video settings and emotions through online video calls.
- Collaborated with the research team to survey and analyze data collected from over 500 eligible participants at UBC's Behavioural Sustainability Lab.

Media Designer Lead | Beneath Vancouver Media

MAY 2019 - FEB 2020, VANCOUVER, BC

- Oversaw planning, conceptualization, and execution of marketing events and on-site promotions.
- Designed and created online promotional materials that align with the company.

Customer Services Manager | FREEING! Canada Station

MAY 2016 - DEC 2018, RICHMOND, BC

- Employed UX Principles to redesign the out-dated booking system for the company's local and regional client base.
- Lead a team of five and provided guidance and training for developing employees.

EDUCATION

The University of British Columbia | B.A. Cognitive Systems

SEPT 2015 - MAY 2021, VANCOUVER, BC

BrainStation | Diploma, User Experience Design

JUN - SEPT 2020, VANCOUVER, BC

RED Academy | Certification, UI & Visual Design Essentials

MAY - AUG 2017, VANCOUVER, BC