Jamie Wong

Mid-weight UX/UI Designer

◎ London, UK

[Portfolio link](#)

[Portfolio file](#)

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Links

⬈ [Website](#)   in [LinkedIn](#)

◎ [Instagram](#)

Languages

German (Basic)

Chinese (Native)

English (Fluent)

About

Bringing the magic of products to life through digital improvements and solutions for multi-disciplinary corporations and start-ups, spending her career imagining and improving products, experiences and services for clients of al l sizes.

Also known as a cultural enthusiast, one with her excitement of multicultural environment through regularly working with col leagues and clients and her familiarity with European cultures.

BRANDS WORKED WITH

Landor & Fitch   Lighthouse London   SleekFlow

Experience

● Mid-weight UX/UI Designer

Lighthouse London | Apr 2022 - Mar 2023

Lighthouse London is a specialist UX and UI design agency, a remote team bolts seamlessly onto product teams by using cutting-edge design, col laboration and experience with a focus on enterprise businesses seeking to improve their products and establishing or consolidate their position as market leaders.

• Closely collaborate and build relationships with client stakeholders to gain trust through proactive communication and successful delivery on small, normal and complex projects
• Lead a small project from end to end; from initial estimates through to setting the design process, project plan, delivery and reporting, and demonstrate strategic thinking and execution
• Organise and facilitate UX workshops, visual direction workshops, user interviews and stakeholder interviews, analysed and presented the results which directly informed design or product decisions
• Independently build a set of design components from scratch and manage design systems
• Actively collaborate as part of client projects and deploy user experience and user interface skills
• Informally mentor team members and clients around basic work skills
• Ensure any potential risk on the project delivery is known, mitigated and communicated

● UX/UI Designer

SleekFlow | Jun 2021 - Dec 2021

SleekFlow is a Software-as-a-Service (SaaS) start-up, specializing in social and conversational commerce and backed by Alibaba Entrepreneurs Fund. The all-in-one platform enables small merchants and enterprises to sell better via popular social messaging applications and integrations, as well as intelligent workflow and automation to help streamline sales, customer support and marketing workflows throughout the customer journeys.

• Ideate and present concepts, wireframes, user flows and prototypes to effectively communicate designs and interactions for social commerce platform and the revamped website
• Conduct user research and deconstruct findings to transform insights to design problems
• Analyse research data throughout the customer journey and develop product strategies based on business goals
• Work closely with the product manager and engineering team to enhance the user experience of the product
• Create sales and marketing materials and maintain design consistency across all digital touchpoints such as design system, pitches, social ads and newsletter GIFs
• Provide design and technical advice to engineering and business teams wherever necessary to maintain a high performance of brand identity

Junior Digital Designer

Landor & Fitch | Jul 2020 - Apr 2021

Landor & Fitch is the world's largest specialist brand and design group, which aims to deliver extraordinary brand transformation for clients, by design, with Landor's brand consulting and strategic design capability, FITCH's experience design and retail consultancy, and ManvsMachine's leading-edge motion design.

• Assist in conducting design research, UX/UI audit and extracting insights for multiple projects, including Wing Tai Properties, TAG Aviation, BP, Swire Properties and Hong Kong Jockey Club
• Develop customer journeys, personas, mockups, wireframes, designs and prototypes for projects, including Hong Kong Science Park, Qualcomm, GAW Capital and Tata Group
• Deliver creative and quality pitch presentations from conception to design
• Create UX/UI resources for internal use and clients
• Collaborate closely with account servicing, strategy, development, 2D design and business development teams on project presentations and execution