

Jamie Kwong

PRODUCT DESIGNER | UX/UI DESIGNER



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PROFILE A multifaceted product designer driven by a human-centred approach, specializing in crafting impactful designs that prioritize user needs and seamless experiences. Proficient in industry-standard tools like Figma, Framer, Sketch, and Adobe CC applications.

EXPERIENCE	UX/UI Designer ALDO Group July 2021 - Present	Spearheaded UX/UI design efforts for brands including Aldo, Call It Spring, Globo, and Sperry, driving improved consumer experiences. Increased design efficiency by 300% through the transition to Figma and development of a headless design system. Delivered user-tested prototypes, motion graphics, and designs in partnership with PMs and engineers.
	Design Consultant Rally Cry July 2022 - Oct 2022	Optimized designs for the in-house Rally Cry platform with a focus on user accessibility. Developed visual graphics for brand promotion and identity. Designed content to foster connections within eSports gaming communities.
	Creative & Website Designer YES Cafe Jan 2021 - Aug 2021	Developed a comprehensive UI/UX design strategy for online food ordering and event booking services on Square CMS. Improved site navigation to enhance user experience. Created brand assets and conducted regular testing to refine the UI.

EDUCATION	Bachelor of Design (Honours)	York University / Sheridan College (YSDN)
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SKILLS	Design	Product Design, UX/UI Design, Visual Design, Interaction Design, User-centred Research, User testing, Prototyping, Motion Graphics, Animation, Illustration, Graphic Design
	Software	Figma, Sketch, Framer, Principle, UXPIn, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Media Encoder, Adobe Premiere Pro, HTML/CSS, Microsoft 365 Applications