

Melanie Wong

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EXPERIENCE

BlueDot Inc. • Visual Designer

Dec 2019 - Present

- Designing web and mobile user interfaces and interactions, icons, data visualizations, illustrations, and other visual products and assets that contribute towards BlueDot's products
- Maintain and evolve BlueDot's design system of user interface components, interaction behaviour, design patterns, and style guides
- Working closely with product, engineering, and marketing team to ideate and prototype products from conceptualization all the way through to production
- I researched and identified problems in the post-COVID travel space and proposed a new idea to the product team. Gathered quantitative/qualitative data, conducted user testing, created user flows, wireframes, and an interactive prototype and presented it to the CEO, CFO, and the senior leadership team. The proposal was approved and adopted.

Publicis Sapient • Visual Designer

Sep 2016 - Dec 2019

- Designed layouts, interactions, and transitions for a cohesive UI design system across all brands for the Fiat Chrysler Automobiles USA platform
- Responsible for all UI design decisions to create visually stimulating and delightful designs across the websites
- Contributed to solving design challenges and maintenance to ensure all visual designs are consistent with other products in the platform
- Collaborated with cross-functional teams to identify and communicate design priorities, champion the brand and our users, and promote design standards

Context Creative • Graphic Design Intern

Jul 2015 - Sep 2015

- Responsibilities ranged from user experience design to editorial to data visualization
- Concepted and developed wireframes, email blasts, and website banners
- Designed charts and graphs for annual reports and created RFPs

Spark Branding • Graphic Design Intern

May 2015 - Jun 2015

- Worked as an in-house designer and redesigned SPARK Branding's website
- Created wireframes and visual mockups using InVision as the prototyping tool

EDUCATION

York University and Sheridan College Program in Design

Bachelor of Design

September 2012 - June 2016

SKILLS

UX/UI Design

Design Systems

Prototyping / Wireframing

Data Visualization

Illustration / Branding / Print Design

HTML / CSS

TOOLS

Figma / Sketch / Adobe XD

Illustrator / InDesign / Photoshop

Principle / InVision / Marvel

Procreate

HTML / CSS

AWARDS

ADAA 2016 Semifinalist

- Commercial - Packaging Design
Cafesero Coffee Kit
- Commercial - Packaging Design
Cactus Haus plant container

COMMUNITY

Guest Lecturer

Visualizing Information 2 class in the Interaction Design Program at Sheridan College

Feb 2021