

EUNICE WONG

www.eunicew.com

hello@eunicew.com

(778) 384 • 0029

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EDUCATION

EMILY CARR UNIVERSITY BDes
INTERACTION DESIGN
2010 - 2015

BCIT

APPLIED SOFTWARE DEV
2019 - Present

PROFESSIONAL CERTIFICATES

LIGHTHOUSE LAB / 2019

Intro to Front-end with Javascript

IXD FOUNDATION / 2020

Design for AR/VR

SKILLS

HARD SKILLS

UX Research methods | Usability Testing |
Design Strategy | Information Architecture |
Wireframing & Prototyping | UI Design |
Brand Development | Art Direction |
Business & Data Analysis | Accurate
keyboard skills of 50 wpm

SOFTWARE / CODE / HARDWARE

Illustrator | Photoshop | InDesign | XD |
Wordpress | Keynote | Microsoft Excel,
Word & Powerpoint | HTML | CSS |
Javascript | Arduino (Processing)

**Willing to expand skills in other design tools and
programming languages (i.e. Figma, Java, etc.)*

SOFT SKILLS

Effective communication | Problem solving |
Critical thinking | Empathy | Collaboration |
Active listening | Adaptability | Presentation |

EXPERIENCE

REAL HOUSE CANADA

Lead Designer / Product Manager

June 2016 - May 2023

DESIGN & MARKETING:

BRANDING | PACKAGING | WEBSITE | RETAIL STORE | EVENTS | INTERNATIONAL EXHIBITIONS

- Led UX UI Design by creating concepts, wireframes, prototypes, visual mockups, specifications, and presenting designs to the development team.
- Worked closely with developers to ensure a seamless transition from design to development, including supporting developers during the implementation process.
- Developed and maintained a comprehensive design system and style guide; Supervised and fostered design teams in China and Singapore to ensure brand consistency.
- Conceived, planned, and led the development of brand design and marketing identity.
- Managed the entire branding process from conception to product launch.
- Collaborated to develop company brand messaging, collateral materials, customer events, promotional strategies, and product commercialisation.
- Independently conducted user and market research using appropriate qualitative and quantitative research methods.
- Using research data, implemented actionable insights, and actively presented research findings to guide product design and strategy decisions per industry best practices.

BUSINESS DEVELOPMENT:

- Worked in tandem with the CEO to create business proposals / pitch decks and conduct presentations to seek investors, partners, government funding, and distributors.
- Developed and cultivated relationships with new and existing prospects and distributors through effective communication and exemplary interpersonal skills.
- Managed all visual aspects of retail store appearance and displays; to increase store sales and ensure an optimal shopping experience.
- Spearheaded communication with development team, and production team to successfully implement the deliverables.

ADMINISTRATION:

- Managed day-to-day operations, including filing, data entry, record-keeping, ordering, distribution of materials and supplies, and other administrative tasks as required.
- Coordinated and facilitated meetings and events, including reserving venues, arranging catering, preparing materials, and making travel arrangements.
- Drafted, proofread, and translated professional correspondence, reports, and other documents as required.

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SKILLS

SOFT SKILLS

Quick-learning | Time Management & organisation | Detail-oriented

LANGUAGE

English | Mandarin | Cantonese

REFERENCES

Available upon request.

EXPERIENCE

- Liaised between department and external organisations to ensure smooth communication and work flow.
- Consistently prioritised tasks and managed time effectively to ensure all tasks are completed accurately and efficiently.
- Maintained accurate inventory levels by analysing sales trend and placing purchase orders in a timely manner.
- Collaborated with external logistics partners to manage the end-to-end delivery process for international shipments.

CUSTOMER SERVICE:

- Handled inbound and outbound customer calls, emails, and chat inquires, ensuring prompt and courteous responses with accurate and timely information and support.
- Resolved customer complaints and issues in a timely and satisfactory manner.
- Managed customer orders, refunds, and returns while adhering to company policies, and ensured timely and accurate delivery tracking.
- Maintained customer records and updated information as needed. Promoted customer retention and loyalty through excellent service and support.
- Onboarding and orientation to introduce new employees to the company, its culture, and expectation, including sales, product knowledge and point-of-sale training.

FREELANCE

2016 - Present

LITTLE CLOUDS & UNICORNS 2021 - Present

CHRISTINE LI FASHION 2017

HIG ENTERTAINMENT 2016

- Worked as a freelance designer for multiple projects including UX/UI design, Brand design, Art Direction, Responsive Web Design, and Graphic design.
- Collaborated with clients to identify project objectives, requirements, and constraints, and developed creative and effective design solutions that met their expectations.
- Managed multiple projects simultaneously, ensuring timely delivery of deliverables within budget constraints.
- Conducted regular check-ins with clients, providing regular updates and ensuring transparency with clients to guarantee satisfaction and foster long-term relationships.
- Maintained a high level of professionalism and customer service, consistently received positive feedback from clients and generated repeat business.