

# EUNICE WONG

www.eunicew.com

hello@eunicew.com

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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 / 2021

Design for AR/VR

## SKILLS

### HARD SKILLS

UX Research methods | Design Strategy |  
Usability Testing | Information Architecture |  
Wireframe | Mockup | Prototype | Persona |  
Interaction Design | User centred Design |  
User Interface Design | Visual Design |  
Typography | Content Management System |  
Responsive Web Design | Design System |  
Brand Development | Art Direction |  
Business & Data Analysis

### SOFTWARE / CODE / HARDWARE

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

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

## 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, mockups, and prototypes and executing user testing for feedback-driven refinement.
- Directed the entire branding process from conception to product launch.
- Developed and maintained a comprehensive design system and style guide; Supervised and fostered design teams in China and Singapore to ensure brand consistency.
- Independently conducted user and market research using appropriate qualitative and quantitative methods (analysis, focus group, interview, persona).
- Translated research data into actionable insights and actively presented research findings to guide user-centred product design and strategy decisions.
- Worked closely with developers for seamless design-to-development transitions during the implementation process.
- Collaborated to develop company brand messaging, collateral materials, customer events, promotional strategies, and product commercialization.
- Managed all visual aspects of retail store appearance and displays to increase store sales and ensure an optimal shopping experience for customers.

#### 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.
- Spearheaded communication across multiple print production teams to ensure successful and timely deliverables.
- Drafted, proofread, and translated professional correspondence, reports, and other documents as required.
- Coordinated meetings and events; Liaised between departments and external organizations to ensure a smooth workflow.
- Facilitated onboarding and orientation to introduce new employees to company culture, expectations, and product knowledge.
- Maintained accurate inventory levels by analyzing sales trends and placing purchase orders in a timely manner.

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## SKILLS

### SOFT SKILLS

Effective communication | Problem solving |  
Critical thinking | Empathy | Collaboration |  
Active listening | Adaptability | Presentation |  
Quick-learning | Detail-oriented | Time  
Management & Organization

### LANGUAGE

English | Mandarin | Cantonese

## REFERENCES

Available upon request.

## EXPERIENCE

### FREELANCE

*Brand / Web / Graphic Designer*

2016 - Present

**LITTLE CLOUDS & UNICORNS** 2021 - Present

**CHRISTINE LI FASHION** 2020

**HIG ENTERTAINMENT** 2017

- Led comprehensive design initiatives across diverse projects, including UX/UI Design, Brand Design, Art Direction, Responsive Web Design, and Graphic Design.
- Developed content strategies, defined UI design, and shaped user experiences.
- Generated an array of deliverables, including competitive analyses, personas, site maps, flowcharts, low to high-fidelity wireframes, mockups, prototypes, and more.
- Drove brand awareness by designing logos, colour palettes, packaging, visuals, and social media assets that align with client preferences and market research.
- Created designs for event marketing solutions, such as billboards, signages, print materials, backdrops, and banners.
- Collaborated with clients to identify project objectives, requirements, and constraints, developing creative and practical design solutions that met their expectations.
- Managed multiple projects simultaneously, ensuring punctual delivery of deliverables within budget constraints.
- Maintained high professionalism and customer service, ensuring client satisfaction and generating repeat business.