

Vila Wong

User Interface Designer

CONTACT

(619) 609-7449 

San Diego, CA 

vila.wong.works@gmail.com 

TECHNICAL SKILLS

Sketch, InVision, Flinto

Adobe Suite (XD, Photoshop,

Illustrator, Brackets)

Visual Studio IDE

HTML5, CSS3, Bootstrap4, VUE.js

Bloomreach Experience Manager

Salesforce Commerce Cloud

JIRA and Asana PMS

Microsoft Office Suite

EDUCATION

BACHELOR OF SCIENCE IN MANAGEMENT SCIENCE

University of California,

San Diego

San Diego 2011

PROFESSIONAL PROFILE

Solution-driven designer excelling in highly collaborative work environment, with 5+ years of experience working in e-commerce. Experienced in designing and developing user experiences, interfaces, and digital assets for web and mobile applications with a focus on customer engagement and usability.

EXPERIENCE

Front End Designer

PriceSmart, INC. | 04/2017 – PRESENT

- Completed redesign and front-end development of company Membership micro site which contributed to a 415% increase in new membership purchases, 360% increase in membership renewals, and 372% increase in new memberships and renewals in Jan 2019 verses Jan 2018.
- Create and translate wireframes into working prototypes to refine interface behaviors
- Collaborates and coordinates with IT and marketing teams to design, develop, and test solutions aligned to user's needs for desktop and mobile
- Analyze competitor applications and websites to glean actionable insights in improving user experience and member services

Assistant Graphic/Web Designer

ShoeMetro (A DSW subsidiary) | 10/2014 – 04/2017

- Contributed to increasing click-through rate by 39% YOY and website traffic by 42% YOY in 2015
- Create website, email, and marketplace design collateral from conceptualization to final design
- Responsible for all in-house designs for multiple marketplaces including: Ebay, Amazon, TradeMe, and Rakuten
- Optimized design process of marketing creative assets for improved workflow efficiency