

MILLICENT KRISTY WONG

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Portfolio: <https://www.milli Wong.com/>

PROFESSIONAL SUMMARY:

Product designer with experience in e-commerce. My work is driven by design research, bridging the gap between research and practice to bring in new perspectives and insights. Intrigued by nuances in human behaviours, interactions, and subjectivities, I strive to create user-centric and meaningful experiences in both the digital and physical realms.

EXPERIENCE:

Marks & Spencer (M&S) | London

Product Designer

Sep 2024 - Present

- Refreshed and enhanced the M&S website filter experience
- Optimised product cards to better align with new design guidelines
- Developed incremental design changes and tests to the M&S web experience, leveraging insights from qualitative and quantitative data

UX Graduate

Sep 2022 - Aug 2024

- Designed the end-to-end user journey for the M&S first digital food catalogue, delivering a minimum marketable product (MMP)
 - Created designs and launched tests on the website, achieving quick wins and optimising user experience based on user research
 - Advocated for the M&S design system within the department through weekly communications, supporting its evolution and maintenance
 - Updated component documentations to align with accessibility guidelines, contributing to the component library
 - Conducted and led user research initiatives via UserZoom, conducting unmoderated usability tests, click tests, and surveys to gather actionable insights
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Royal College of Art | London

Visiting Lecturer

Oct - Nov 2021

- Facilitated and coordinated the delivery of the 'Design & Culture' module to visiting students from Keio University (Tokyo) and Pratt Institute (New York)
 - Provided one-on-one support on qualitative research, cross-culture design, and design research methodologies
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Mirum Agency | Hong Kong

Design Intern

Jun - Aug 2018

- Assisted in a mobile campaign for Davidoff cigars by producing visual references based on desk research
 - Created internal resources for Lenzing based on brand guidelines
 - Improved the accessibility of the Hong Kong International Airport website
 - Updated Prudential Hong Kong website's UI and graphics
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EDUCATION:

Imperial College London & Royal College of Art

MSc/MA, Global Innovation Design (with Distinction)

2019 - 2021

- Dissertation: 'There is no place like home' awarded with Distinction
 - Studied abroad at Keio Media Design (Keio University, Tokyo)
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The University of Edinburgh

BA (Hons) Product Design (2:1)

2015 - 2019

- 3rd & 4th Years Student Representative for Product Design in 2018-2019
 - Studied abroad at Lund University (Sweden)
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Renaissance College Hong Kong

International Baccalaureate Diploma Programme

2013 - 2015

- Awarded a Visual Art Scholarship (2013 - 2015)
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SKILLS:

Design Research, UI/UX Design, User Research, Design Thinking, Multi-Disciplinary Collaboration, Design System, User Flows, Competitive Analysis, Wireframes, Adobe Creative Suite (InDesign, Illustrator, XD, Premiere Pro, Photoshop), Figma, Miro, UserZoom