

MARIE WONG

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EXPERIENCE

Lead Product Designer

WhiteCoat

2021 - Present

UX Design Strategist

Daimler Financial Services

2019 - 2020

UX Designer | Co-Founder

Reassemble Design

2017 - 2020

ACCOMPLISHMENTS

- Building WhiteCoat's first ever design system to create design standards for accessibility of age, health and language. This improved our teams efficiency from a 3 man day turn around time for a medium sized project, to a 1 man day turn around time.
- Overhauling WhiteCoat's patient application through accessible design. Increased overall customer satisfaction rate by 8% across all age groups.
- Improved findability and usability for WhiteCoat's Doctors' portal to improve the efficiency of the doctors' time by approximately 11%.
- Aligned all stakeholder parties through the agile user research to ensure a sound product feature strategy during the pre-launch phase
- Pre-launch research and usability testing to ensure suitability of a product launch in China.
- Started a UX Design consultancy in Singapore to provide research and design to other blooming startups who had little to no awareness of the power of User Experience Design.

EDUCATION

UX Design Immersive

General Assembly (2017)

Trained to use human-centred design approaches to understand, influence and build desirable, usable, useful products

BA(Hon.), Fine Arts

University of Waterloo (2007-2012)

We were required to build journeys for our viewers to engage in, in every piece we created.

SKILLS

Experience Strategy, User Research, Interface Design, Customer Journey Map, Service Blueprint, Competitive Analysis, Ethnographic Research, Usability Testing, Card Sorting, Surveys, User Interviews, Severity Scoring, Heuristics Evaluation, Personas, Tree Jack Testing, Wireframes, Rapid Prototyping, Design Thinking, Storyboards, Task Flows, UX Management, Design Systems

OTHER CERTS

The Scrum Product Owner Certification

National University of Singapore (2017)

TOOLS

Figma, Figjam, Protopie, Miro, Invision, Sketch, Framer, Axure, Optimal Workshop, JIRA, Adobe Creative Suite

WHO AM I

- I'm a big picture thinker, and can craft strategies based on the constraints given
- I'm enthusiastic to solve problems and help our team collaborate
- I focus on the quality of the outcome and the timeline given to come up with the best strategy for the company's intentions
- I have empathy for people, including those I design for and those I work with in order to ensure everyone has a good experience.
- I believe in designing systems for the sustainability of a design
- I believe that communication through visual means helps all parties collaborate more cohesively
- I am not afraid to fail because through every failure is a learnt lesson