

Simon Kwok

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- PROFILE
- Multi-national work experience in both agency and client side environments
 - Practitioner & advocator of iterative, data driven, and detail oriented UX design
 - Experience mentoring junior & aspiring UX designers
 - Conversational Cantonese, intermediate Japanese, and beginners French and Italian

WORK EXPERIENCE **Senior UX Designer - Full time** *Canvas Digital Inc. - New York City, USA* *Jun. 2013 – Present*

- Lead UX initiatives (research, IA, protos, wires) for a variety of clients – transit, non-profit, and news
- Developed and implemented strategic roadmaps with product managers to proactively and incrementally improve client's digital assets and services by leveraging research and data.
- Fostered a systematic way of documenting design elements and templates leading to more consistent designs and efficient development of multi-phase, iterative projects.

User Experience Designer II - Full Time *SecondMarket, New York City, USA* *Dec. 2012 – May. 2013*

- Primary UX designer for a product team of 7 Engineers creating HTML mock ups for a new web based product in a 2 week iteration Lean/Agile environment
- Planned research strategy and integrated feedback improving usage of a speculative new product within 2 months; utilized Usertesting.com to identify issues and optimize the interface
- Collaborated in creating the foundations of a design system that standardized design elements and maximized efficiency of front-end development across all applications

Information Architect and Researcher - Full Time *HeathWallace Ltd. - Hong Kong* *Jan. 2010 – Nov 2012*

- A key player in developing the HK office's UX research proposition minimizing outsourcing costs, extending their value chain and diversifying their offering
- Delivered wireframes and mid-high fidelity prototypes for websites, web apps and mobile apps primarily for financial services clients
- Engaged in UX research from planning to analysis to create and present research backed designs

Communications Coordinator + Interaction Designer - Contract *Team North - Vancouver, Canada* *Mar. 2008 – Dec. 2008*

- Conceptualized, prototyped and created scenarios for interactive systems that would promote a sustainable lifestyle for a net-neutral solar residence
- Managed audience research initiative team, conducted interviews, and created personas that resulted in the design of systems tailored to our targeted audiences' lives

EDUCATION **BSc - Interactive Arts and Technology: Interaction Design** *Simon Fraser University* *Sept. 2003 - June 2008*

- Full breadth of design disciplines including graphic, urban and industrial with in-depth on IxD
- 7 week study in Italy resulting in a paper critically analyzing the relationship between Italy and China
- Electives include: Business intelligence, Marketing, Asian and Asian-Canadian studies

TECH SKILLS **Design:** Axure, OmniGraffle, Illustrator, InDesign, Photoshop
Web: HTML, CSS, jQuery, Google Analytics
Motion Graphics: Basic After Effects, Flash, iMovie
Other: Arduino, Tableau, SPSS, SAS, MS Office

VOLUNTEER **BKB Foundation:** Mentored a NYC High school senior through climbing activities at Brooklyn Boulders
Changing Young Lives: Lead and supported climbing events, field trips, and birthday event activities
Shark Savers HK: Support in organizing and running of events and managing donations

OTHER INTERESTS Rock climbing, scuba diving, traveling, surfing, snowboarding

Please visit www.skwok-box.com for project information