Woozi Wong

UX/UI Designer

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📍 HKG

WORK EXPERIENCE

HKPOLYU x Eventist

UX/UI Assistant | Mar – Sep 2025

- Conducted primary research through interviews with AI industry professionals (Sales, Designers, Managers) to explore the integration of generative design in the event and exhibition industry, identifying key user needs, workflow challenges, and expectations.

- Translated research insights and client requirements into a comprehensive UI/UX design for an internal AI platform, developing end-to-end prototype flows to support event planning and generative design tasks.

- Collaborated closely with the client (Eventist) through iterative feedback cycles to refine features and ensure the platform aligned with business goals and user expectations.

EDUCATION

Hong Kong Polytechnic University

Bachelor of Interactive Media
2023-2025

Hong Kong Community College

Associate degree of Finance
2021-2023

SKILLS

- **Research**
  Surveys • Personas • User Interviews • Competitor Analysis • Journey Maps • Storyboards • Usability Testing • Data Synthesis

- **Design**
  Mobile Design • Web Design • Interaction Design • User Flows • Concept Sketch • Wireframing • Visual Design • Strategy & Vision Presentations • Prototyping • Video Editing

- **Collaboration**
  Workshop facilitation • Stakeholder Alignment • Cross-functional Teamwork • Feedback Integration • Presentation & Pitching • Co-design Sessions

HKPOLYU x BEA

UX Assistant | Nov 2024 – Sep 2025

• Served as the usability test moderator for BEA's digital platform enhancement initiative, facilitating user testing sessions to evaluate the new responsive designs of BEA Online and BEA Mobile.

• Conducted in-depth analysis of user recordings and synthesized qualitative feedback into a usability report, incorporating direct participant quotes to ground insights in authentic user sentiment and support data-driven design improvements.

• Authored the final project report for PolyU Design, documenting the end-to-end collaboration timeline—including research, design, and finalization stages—to capture key processes and outcomes for internal reference and future initiatives.

HKPOLYU - SEN Design Education Research

Designer Assistant | Feb – Jun 2025

• Facilitated co-design workshops for SEN students and conducted teacher interviews to evaluate and refine a participatory design education model for special needs learners.

TOOLS

• **Design**
Figma • Adobe Illustrator • Canva • Notion • Microsoft Kits

• **Front-end Basics**
Html • Css • Javascript

• **Video Editing**
Capcut • Adobe Premiere

• **AI**
ChatGPT • Grok • Deepseek • Midjourney