

WONG Valerie

Email: valeriewong0411@gmail.com | Mobile: +65 8138 5486 | Website: <https://www.valerie-wong.com/>

WORK EXPERIENCE

Product Designer

Jun 2022 - Jul 2023

Zuellig Pharma

- Participated and contributed to a series of workshops to craft a UX playbook documenting design processes as well as define a standardised way of working with respective stakeholders.
- Liaised with Product Managers to groom user stories and refine requirements on Atlassian Jira and Confluence.
- Worked closely with the development teams to actualise design concepts into proper code.

UX/UI Designer

Jun 2021 - May 2022

Deloitte Digital

- Completely revamped the web interface for a client in the healthtech industry with a more modern design concept and design system
- Crafted a holistic user experience by designing for the whole service blueprint catering to end-users, admins and other stakeholders for a B2B product
- Churned out key deliverables like user personas, customer journey maps, high-fidelity designs and a prototype; documented key insights from user interviews and usability tests in a final presentation deck for the client

Marketing Communications

Jun 2020 - Dec 2020

Singtel Dash - Internship

- Conducted a brand refresh, as well as executed marketing communication campaigns targeted at the remittance audience via social media, OOH ads, app notifications and SMSes.
- Worked with in-house designers on managing briefs, projects, visuals, and copywriting.
- Applied digital and marketing analytics to track and measure performance of campaigns; analysed performance and identified opportunities for improvements on Socialbakers and Excel spreadsheets.

Brand Communications

Jan 2019 - Jun 2019

Singapore Press Holdings - Internship

- Coordinated between the creative and Ad Operation teams to release print ads.
- Engaged in sales activities through telemarketing to sell and promote the Career Guide 2019. Surpassed sales target with a total of 1,600 books sold.
- Handled online interactions and addressed queries on the social media platforms.

PROJECTS

eZRx+ site revamp

Aug 2021 - Jul 2023

Zuellig Pharma

- Designed new features and overhauled the visual design for the eZRx website and responsive screens to take on a more modern look with optimised user flows
- Conducted user interviews and usability tests (UT) with 8 participants using a Figma prototype; synthesised and iterated designs based on the insights to enhance user experience
- Collaborated on an agile sprint basis with product managers, business analysts, and engineers to refine requirements and define the roadmap

Fig Health Mobile App

Mar 2021 - Apr 2021

Fig Health

- Conducted user interviews with women with PCOS and churned out deliverables detailing the user persona's needs, motivations and frustrations along with a customer journey map
- Worked closely with the client to develop the Minimum Viable Product and map out the info architecture
- Fleshed out the user flow and designed the prototype in accordance with the client's brand guide; set up a design system from scratch, making sure to capture the client's brand colours

EDUCATION

Singapore University of Social Sciences

Bachelor of Science in Marketing with Minor

General Assembly

User Experience Design Immersive

Vertical Institute

Data Analytics Bootcamp