

# Richel Tong

Product Designer

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## PROFILE

An aspiring Product Designer specializing in UX and UI Design. Great design creates conversation, is clearly communicated, and fosters experiences that are relevant to its intended audience.

## SKILLS

Sketch + Zeplin	inVision
Adobe Creative Suite	Photography
Axure	HTML + CSS
Flinto	Usability Testing/Research

## INDUSTRY EXPERIENCE

**WOKE Design Studio**  
Product Designer  
jan 2017 - present

Created digital and physical experiences for exceptional, innovative clients; from concept to consumer. Currently designing for IoT devices and wearables, and meticulously whipping up neat interfaces. Clients include Mio, Mindset, and Tzoa. Also took the lead to redesign the WOKE company website and manage social media channels.



**Won a Red Dot Design Award with the WOKE team for Mio SLICE.**

**NETGEAR**  
UX/UI Designer  
jan 2016 - oct 2016

Worked with a tight-knit team on the Arlo product line, which had many usability issues that plagued the experience. We were tasked with designing a simple and enticing experience for the popular home security, IoT product.

**Richel Tong Design**  
Freelance Visual UX/UI Designer  
jan 2012 - present

I help clients develop crafted brand experiences, ranging from visual brand systems to mobile apps and user interfaces. I have worked with clients around the world like New Balance, Qoola Frozen Yogurt, 720 Sweets & Etc., Pensionskraft, Lifetime Daily, and Richmond Night Market.

**TELUS**  
Visual Designer  
may 2015 - jan 2016

Working closely with interaction designers and UX designers, I put wireframes and sketched concepts into life. The visual designs on the TELUS.com website are first made sure that they effectively communicate its intended goal, and speak in the same voice as the entire TELUS brand.

**MetaOptima**  
Graphic & UI Designer  
sep 2014 - sep 2015

SFU Co-op placement where I was responsible for creating marketing design material for their upcoming flagship product, MoleScope. Also re-designed some UI elements of MoleScope's mobile app and website. Design collateral include but are not limited to print, video, and web.

**Electronic Arts**  
Web & Graphic Designer  
apr 2013 - apr 2014

Designed FIFA promotional material for use both in-game and on EA's FIFA website. My work reached up to 600,000 players daily, and 2 million+ unique players in total. I designed logos, infographics, and other marketing material, as well as photograph-like screenshots of FIFA 14.

**Thornley Creative Communications**  
Web & Print Design Intern  
2011 - 2012

Designed website mockups with regards to client requests and constraints, managed clients' website content with use of HTML and company CMS. Created logo concepts, and designed stationary and posters, all to be completed at the end of each day.

## **EXTRACURRICULAR ENDEAVOURS**

**Enactus SFU**  
Creative Lead  
2012 - 2013

Implemented new branding for the SIFE-to-Enactus transition, designing new collateral and identity for one of SFU's largest undergrad clubs. I was also challenged with the task of scouting and managing designers, and delegating tasks to them for other programs under Enactus SFU.

## **EDUCATION**

**Simon Fraser University**  
Bachelor of Arts,  
School of Interactive Arts  
& Technology

Faculty known for allowing students to establish and utilize interpersonal skills through group projects and presentations, with a strong emphasis on design through implementation of technology.