

Dio Wong

product designer

A Product Designer with extensive experience in both web and mobile apps impacting over a million monthly active users. Applies software development expertise, design best practices, and business considerations to provide result-oriented solutions.

+1 (604) 445-1283

Vancouver, BC, V5E 1J5

[Portfolio](#) [Email](#) [LinkedIn](#)

Experience

Product Designer @ TELUS

Oct 2021 - July 2023 • Vancouver, BC (Remote)

Led customer-facing experiences (UX) and interfaces (UI) within **My TELUS** to increase customer usage and profits while driving down operating costs.

Intermediate Designer

- Led a web and app design initiative that cut operating costs by reducing incoming customer support calls by 8%.
- Designed a web and app feature that maintained company operating costs while increasing phone accessory sales by 21%.
- Implemented guidelines for UI components, experiences, and animations used throughout the design team's Figma library, resulting in increased internal work efficiency.

Junior Designer

- Refreshed My TELUS App's **app store images** with Figma on both mobile and web platforms, increasing app users by 6% over 2 months.

UX Designer & Webflow Developer @ Rely Digital

July 2021 - Oct 2021 • Vancouver, BC (On site)

Designed and developed web landing pages and advertisement graphics for clients looking to increase their conversion and brand awareness metrics.

- Developed and designed client campaign landing pages in accordance with user needs, UX/UI principles, business needs, and branding guidelines, resulting in an average customer conversion rate of 4%.
- Designed compelling advertisement graphics that adhere to visual design principles, resulting in an average CTR of 3%.

Communications Specialist @ Urban Racks

Sept 2019 - Jan 2021 • Surrey, BC (On site)

- Designed collateral that contributed to the company being awarded a 5-year contract with TransLink BC.
- Constructed product specification documents adhering to color utilization, branding, and content positioning guidelines, resulting in product clarity and an increase in sales.

Education

User Experience Design Diploma

BrainStation

2021

Bachelor of Arts, Communications

Simon Fraser University

2015 - 2019

Certifications

Certified Scrum Product Owner

Scrum Alliance

Aug 2022, no expiration

Key Skills

- Prototyping & Wireframing
- Interaction Design
- Interface Design
- Product Strategy
- User Testing
- User Research
- Branding
- Accessibility
- Human Interface Guidelines (iOS)
- Material Design (Android)

Tools

- Figma
- Jira
- Adobe CC
- Gsuite (Google)
- Usertesting.com
- Webflow
- Miro

Achievements

- TELUS Bravo Award (2022 & 2023)