Chinwei Wong

A seasoned product designer who wears many hats and drives hard business results

JUL 2017 - CURRENT

Product Designer
Boomerang Commerce

Lead Designer for Boomerang's flagship product offering, Price Performance Management, a tool which empower retailers with price intelligence and the ability to create strategies to automate pricing decisions.

Designed several key features including alerts in PPM which gave merchants the ability to manage by exception as well as many usability improvements, driving immediate impact in competitive settings.

Led the redesign of PPM end-to-end, from conducting user validation sessions, to the design and implementation of the UI.

Designed Boomerang's MVP offering for a new market working with the Head of Product, which empower brands with market intelligence and automation of their operations and advertising on Amazon.

Led the development of Boomerang's UI library to improve speed of UI development. I leveraged it to prototype and iterate rapidly.

SEP 2014 - JUL 2017

UX Designer
TOTVS Labs

Built and shipped Carol.ai, an end-to-end data platform that gathers internal and external data to power actionable intelligence across TOTVS's suite of products.

Led customer interviews and rapidly iterated using prototypes ranging from wireframes to high fidelity interactive prototypes built in HTML/CSS and modern frontend frameworks like Vue and Angular.

Evangelized and implemented a more efficient way of collaborating between PMs, designers and engineers.

MAR 2011 - JUN 2013

UI Designer / Developer
Mint Interactive

Worked with clients across numerous industries including retail, manufacturing and hospitality to execute their digital campaigns and expand their web presence.

Designed websites and other digital marketing collateral in Adobe Creative Suite (Photoshop, Fireworks, Illustrator).

Built the user interface and interactivity for digital projects in HTML/CSS/JS/Actionscript.

SEP 2010 - FEB 2011

User Research Assistant
KEIO-NUS CUTE Center

Conducted domain and user research for multiplayer game installation designed to help bond intergenerational family members.

Designed the user interface for a software mimicking human conversation using artificial intelligence.

Education

GRADUATED 2014 (GPA 4.03)

Carnegie Mellon University
Masters in Human-Computer Interaction

GRADUATED 2010

National University of Singapore
Bachelor of Science (Chemistry)

Contact

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