

# Joshua (Leong Ting) Kwok Product and Visual Designer

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## PROFESSIONAL SUMMARY

Highly creative, analytical Visual Designer with 4+ years of comprehensive experience crafting engaging visual experiences. Proficient in leveraging design principles and skilled in conceptualizing and executing innovative design solutions that elevate user experiences. Adept at collaborating with cross-functional teams to translate design concepts into tangible products. Dedicated to continuous skill development and eager to further explore and excel in design domains related to complex technologies while striving to positively impact people's lives through impactful and immersive design experiences.

## CORE COMPETENCIES

User Interface (UI) & User Experience (UX) Design | Information Architecture | Visual Design Principles | Design Thinking | Project Management | Usability Testing | Process Flows | Landing Pages | User Stories | Quality Assurance (QA) | Agile Methodology | Customer Relationship Management (CRM) | Workflow Optimization | Adaptive Design | Visual Storytelling | Design Documentation | Typography | Branding | Prototyping & Wireframing | Communication Skills | Organizational Skills

## EDUCATION & CERTIFICATION

**M.A. in Interaction & UI/UX Design**  
Academy of Art University, San Francisco, CA

**B.F.A in Graphic Design**  
Savannah College of Art and Design,  
Savannah, GA

**PG Diploma in Project Management**  
UC Riverside Extension, Riverside, CA

**Google UX Design Specialization**  
Google, Online

## TECHNICAL SKILLS

**Figma, Milanote, Adobe Creative Suite** (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), **HTML, CSS, JavaScript, Sketch, Miro, Marvel, Google Suite** (Docs, Slide, Spreadsheet), **Microsoft Office Suite** (Word, Excel, PowerPoint, Teams)

## PROFESSIONAL EXPERIENCE

### OurDate

UX/UI Designer Intern

Remote

Dec 2023 – Present

- Emphasize the strengths of the current approach while meticulously pinpointing critical areas necessitating improvement.
- Pioneer the development and presentation of innovative design solutions aimed at addressing pressing user concerns, leveraging industry-leading UX/UI best practices to markedly elevate both user experience and interface functionality.
- Lead research and testing protocols to refine the existing model by identifying key areas for enhancing user experience.

### EDI Media Inc.

Multimedia Graphic Designer

West Covina, CA

Aug 2023 – Present

- Design captivating promotional materials to increase attendance and engagement levels at the Chinese American Film Festival.
- Work with the event organizing team to align strategies and initiatives to meet and surpass the client's established goals.
- Develop multimedia designs by using innovative visual elements and narratives to engage target audiences effectively.
- Translate conceptual ideas into visually appealing graphics and multimedia presentations that align with project objectives.
- Lead and conduct thorough research and analysis of market trends, user preferences, and competitor strategies to inform the creation of visually impactful multimedia content that resonates with the target demographic.

### Young and Hungry Creative

Product Designer

San Francisco, CA

Sep 2022 – Dec 2022

- Supervised a team of four professionals while orchestrating the development of wireframes, user flows, and prototypes.
- Integrated data analytics, market intelligence, and user feedback into design methodologies to optimize existing processes.
- Evaluated brand visibility metrics, leveraging findings to engineer strategic enhancements in brand recognition and sales performance through a holistic approach encompassing branding, UX design, motion graphics, and social media initiatives.
- Implemented captivating elements, interfaces, and layouts, significantly amplifying the efficacy of client campaigns.

### EDI Media Inc.

Graphic Designer

West Covina, CA

Aug 2020 – Aug 2021

- Coordinated the execution of numerous online virtual events, including the prestigious Chinese American Film Festival.
- Demonstrated mastery in applying design principles and typography to create magazine covers that captivated audiences.
- Leveraged advanced techniques such as grid systems and visual hierarchy to thoroughly craft cohesive and visually appealing layouts for magazines and film booklets to ensure optimal readability and aesthetic impact.