

# Joy Kong

## Toronto-based UX designer

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### about.

Hi, I'm Joy, a User Experience designer with a background in Media Culture and Communications Studies.

With a human-centered design mindset, I strive to create memorable and impactful user experiences that deliver emotional resonance and functional value for the people.

### expertise.

Visual Design	Interface Design
Motion Design	User Experience
Typography	Interaction Design
Concept	Photography

### tools.

Sketch	Illustrator
InDesign	Photoshop
InVision	Axure
Premier	After Effects
Flinto	Adobe XD
Sublime	Keynote

### interests.

Calligraphy	Cinemagraph
Cycling	Minimalist Living
Wandering	Jazz Folk Pop
History	Flower Lover

Currently reading Design Systems [2017] by Alla Kholmatova.

### experience.

#### UI/UX Designer

**Konrad Group** | Oct 2017 - Jan 2018

Worked with consultants and developers on designing digital solutions for both web and mobile applications through user research, journeys, wireframing, and prototypes.

#### User Experience Designer (CO-OP)

**PricewaterhouseCoopers** | Nov 2016 - May 2017

Collaborated with multidisciplinary teams on a variety of internal and external projects, where my work was mainly focused around experience and communication design. Deliverables included research analysis, journey frameworks, information architecture, wireframes, prototypes, visual design, design specifications, and user testing.

#### Creative Director

**TEDxSFU** | Feb 2016 - Feb 2017

Led the creative team in producing professional quality design that involves UX, UI, branding, visual & web design;

Created promotional videos that received over 3,500 hits within two weeks and drove the selling-out of early-bird tickets.

#### Teaching Assistant, Graphic Design & Digital Image Design

**Simon Fraser University** | Sep 2015 - Sep 2016

Taught graphic design, motion graphics, typography, and photography to over 140 students, while providing feedback and critiques on students' design projects;

Collaborated with the instructor and other TAs on grading students' projects and assisted with in-lecture activities.

### education.

#### Simon Fraser University

Joint Bachelor Degree in Communication and Design | Sep 2010 - Jun 2017

Awards: International Co-operative Education Award | Jan 2017;

International Mobility Award | Dec 2015

#### National University of Singapore

Study Abroad, Communication & New Media | June 2014 - May 2015

Project Exhibition: Interspace - Random Blends | Dec 2015