TIPHANIE CHONG

Experience Designer

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EXPERIENCE

Experience Designer

Savicore Aug 2023 - Feb 2024

· Conducted user research through A/B testing and usability testing, presenting findings to stakeholders.

· Developed a comprehensive design system including color palette, typography, iconography, and accessibility guidelines.

· Designed the Content Library and created a high-fidelity prototype for usability testing.

UI/UX Specialist

Yakoo Technology Aug 2021 - Sep 2022

· Designed responsive websites for PolyU and CUHK, creating wireframes, high-fidelity UI, and prototypes optimized for web and mobile experiences.

· Launched a mobile app for Revista Macau, Macao's official Portuguese magazine published by the Macau government.

· Built 10+ interactive frames for HKU's COVID-19 tracking web app.

Game UI Artist

Madhead Aug 2020 - Mar 2021

· Designed UI for Tower of Saviors, collaborating with game designers and client developers.

· Created event UI for anime collaborations including Evangelion and Demon Slayer.

· Developed custom fonts and symbols for UI and effects.

UI/UX Designer

Iconic Digital Marketing International Aug 2019 - Jul 2020

· Designed logos and social media promotion materials for St. Morse Capital, Master Select Group, and 4 other fintech startups across Hong Kong.

· Collaborated with marketing to create newsletters, social media visuals, and motion graphic videos for promotional campaigns.

SUMMARY

Experience designer who speaks everyone's language: from 3D artists to developers to level designers.
With 3+ years creating user-centered digital solutions that increase user engagement and drive business results.

EDUCATION

Visual Effects
Sheridan College
Sep 2024 - Jun 2025

Visual Effects & Advanced Animation
Astro Heart Film Academy
Feb 2023 - Aug 2024

3D Animation
Act Plus Animation School
Jan 2022 - Dec 2022

Information Technology
HKU SPACE
Oct 2020 - Feb 2022

B.A. Language Studies
The Education University of Hong Kong
Sep 2012 - Aug 2016

AWARDS

Second Place Winner
Ubisoft NEXT 2025, Level Design

Best Edutainment Award
Global Game Jam 2022

SKILLS

Design: Design Systems, Wireframes, Prototyping, Responsive Design, Visual Design, Interaction Design, Motion Design, Brand Alignment, Information Architecture, User Flow, Accessibility, Design Thinking, Data Visualization, Design Strategy, Component Libraries, Design Concepts, Design Validation.

Research: User Interviews, Usability Testing, Competitive Analysis, Data Analysis, A/B Testing, User Testing.

Tools: Figma, Adobe Creative Suite, Adobe XD, Illustrator, Photoshop, After Effects, Maya, Blender, Houdini, Nuke, Unreal Engine, Substance Painter, Webflow.

Development: HTML, CSS, JavaScript, Java, Python, VEX, Git.

3D: Modeling, UV Mapping, Texturing, Rigging, Animation, Render, Lighting, FX, Compositing.