



# THEO WONG

[www.theowong.ca](http://www.theowong.ca)

Email - [theow@sfu.ca](mailto:theow@sfu.ca)

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[Instagram](#)

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[Behance](#)

## SKILLS

### INTERACTION DESIGN

- Prototyping, Heuristics, Research essays, User testing, Journey Frameworks, Service design, HTML5/CSS3, Illustrator, Marvel, AfterEffects, Axure, Balsamiq, Physical Prototyping

#### Examples

- **BBC MICRO** - Created application for youth. Worked on user experience design, maintaining a simple and justified interface design. Did research on similar news app interfaces, and created a set of journey frameworks, information architecture, and provided graphic design support in terms of icons and imagery.
- **FLUEVOG** - Worked on user design and interface design decisions, providing insight on community engagement maximization, and copy writing content for new website concept.
- **ISEA2015** - Coded and updated content on website, wireframed and graphically revamped designs. Increased usability for conference attendees and information search functions

### GRAPHIC DESIGN

- Information visualization, information architecture, visual representation, Maya, Illustrator, Photoshop, InDesign

#### Examples

- **TECH TEAM SERIES** - Provided branding and graphic typographical design to an established talk series.
- **SIAT NOTEBOOK** - Provided graphic design to highlight programed content, giving an identity to a generation of students.
- **HUA TOTE BAG INITIATIVE** - Created a cultural identity through graphic and material design in hopes of promoting and bringing awarness to urban change and cultural education in Vancouver chinatown.

### VIDEOGRAPHY/PHOTOGRAPHY

- Sony Vegas, Premiere, Final cut pro, Photoshop

#### Examples

- **TECH TEAM SERIES** - Provided Photographic support to through the use of personal photos, communicating a distinct perspective on given weekly topics.
- **FLUEVOG** - Filmed and edited supporting promotion video of website concept and content, helping with set design, videography and filmography so to communicate a youthful visualization.
- **HUA TOTE BAG INITIATIVE** - Filmed and edited for tote bag initiative promoting cultural heritage and diversity in Vancouver Chinatown.



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## EMPLOYMENT EXPERIENCE

### COMMUNICATIONS/WEB STRATEGIC ENGAGEMENT ASSISTANT May 2015 - Present

School of interactive art and technology - SFU

- Managed web, design, and redesign materials for first year recruitment. Acted as design and web co-ordinator for ISEA2015 - the International Symposium on Electronic Arts. Creating a brand identity for visitors to recognize and follow.
- Managed multiple projects simultaneously. Gained experience overseeing a design team and designed lasting materials for long term use.

### COMMUNICATIONS ASSISTANT

May 2014 - Dec 2014

Fisheries and Oceans Canada (Canadian Government)

- Worked on internal government event organization and web, admin and Communications related tasks. Created graphic designed publications. Managed web content and news letter publication and distribution.
- Gained experience working with clients from different fields (scientists), collaborating to create meaningful and functional design.

## FREELANCE EXPERIENCE

### USER EXPERIENCE DESIGNER

Aug 2015 - Sept 2015

IPinCH - Intellectual Property Issues in Cultural Heritage (SFU)

- Created wireframe and website flow, gaining experience in designing for technical archival of information.

## EDUCATION

### SIMON FRASER UNIVERSITY

2010 - 2015

Bachelor of Arts, Double major - Communications and Interactive Arts and Technology. Minor - Publishing.

### UTRECHT UNIVERSITY (Netherlands)

2012 - 2013

Studied psychology, social sciences, fine arts and film studies.

## INTERESTS

### PHOTOGRAPHY

Constantly exploring new ways to see the world around us.

### BACKPACKING

The more I travel, the more I realize there is to see.

### COFFEE CULTURE

Always a sucker for a good cup of coffee.