



# Annie Wong

## Product Designer

helloanniewong.com  
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I'm a process-driven product designer with in-house experience in the IT industry and a background in marketing design. I've worked collaboratively within product teams to design and develop a platform product while advocating for user needs.

## Experience

### Product Designer

**QOMPLX, Inc.** • Jan 2020– Present

- Worked closely with product managers and engineering in an Agile environment to design and develop a platform application.
- Developed detailed user stories and high-fidelity prototypes for hand off to front-end devs.
- Founded and led the UX@QOMPLX workshops to advance design thinking and advocate for user-centric design.
- Organized and planned usability tests.
- Worked in close partnership with the Marketing, Creative, and Demand Gen teams to manage, create, and execute campaign-led web designs.
- Worked closely with front-end dev to execute website builds.
- Contributed to and advocated for the use of the design system and documentation.

### Marketing Designer

**QOMPLX, Inc.** • Nov 2018– Jan 2020

- Led the company rebrand effort and maintained brand consistency for outgoing communications.
- Designed the logo, brand manual, video guidelines, website, and marketing and sales assets such as technical papers, social media graphics, event collateral, videos, and pitch decks.

### Graphic Designer

**Discovery, Inc.** • July 2017 – Oct 2018

- Designed digital ads, social graphics, show art, and print promotion assets for TLC and Animal Planet under the direction of the marketing teams and art directors.
- Campaigns included Dr. Pimple Popper, Trading Spaces, Puppy Bowl XIV, and My 600-lb Life.

### Creative Ops Graphic Designer

**Harper Collins** • Mar 2017 – July 2017

- Designed promotional materials for titles under the William Murrow and Harper imprints such as social media banners, digital ads, tour cards, and sell sheets.

### Design Team Lead/Designer

**Lost & Found The Game** • Feb 2015 – May 2016

- Worked closely with a team of game designers to develop and design a religious/cultural communal card game.
- Tasks included artifact and historical research, card design, workflow management, and print production.

## Major Projects & Campaigns

### QOMPLX, Inc. Rebrand

2019-2020

Company and product logos, brand manual, pitch decks, infographics, website, video guidelines, and event collateral

### Dr. Pimple Popper

2018

Show art, digital ads, email graphics, social media graphics

### Positive Negative Magazine Volume 9

2016

Platinum Award/Best in Category 46th Creativity Awards  
RAF 2016 Silver ADDY Awards for The Dad Bod, and The Pink Tax editorial spreads

## Industry Training

### Interaction Design (Part 1/3)

**Nielsen Norman Group** • June 2021

### Storytelling to Present UX Work

**Nielsen Norman Group** • June 2021

### The One-Person UX Team

**Nielsen Norman Group** • June 2021

## Education

### Rochester Institute of Technology

2014–2016

BFA in Graphic Design

Minor in Media Arts and Technology

### State University of New York at New Paltz

2011–2014

## Skills

UX Design  
Wireframing  
Prototyping  
Project Management  
User Flows  
UI /Visual Design  
Usability Testing  
HTML/CSS  
Collaboration  
Continuous Learning

## Tools

Figma/Sketch  
Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe After Effects  
Adobe Premiere Pro  
Invision  
JIRA/Confluence  
Keynote  
Microsoft Office