





Renee Fok

PRODUCT DESIGNER

PORTFOLIO

 www.reneefok.com
 Password: Welcome

CONTACT

 reneefok1.0@gmail.com
 0414 137 051



EDUCATION

UNIVERSITY AT BUFFALO

2011

BA - Communication Design
Overall GPA: 3.6/4.0
Major GPA: 3.9/4.0

DESIGNLAB UX ACADEMY

2018

UX Design Bootcamp

TOOLS

Figma
Sketch
InVision
Abstract
Notion
Photoshop
Illustrator
InDesign
HTML/CSS
Microsoft Office
Keynote
Google Analytics
Premiere Pro

LANGUAGES

English
Chinese Cantonese
Chinese Mandarin

WORK EXPERIENCE

PRODUCT DESIGNER | FRESH EQUITIES

Feb. 2021 - Present (Melbourne)

- **Being a product designer in one of the three squads**, our team is made up of three developers, one product manager, and myself. Our squad's focus is on activation, from the user first engaging with the product to finishing their onboarding journey.
- **Responsibilities include:** help uncover the best design solution through mini discovery sessions with the team and journey mapping, take ownership of the UI and UX design for each feature release, plan and lead the qualitative research sessions, present research findings and learnings internally.

UX & UI COURSE TUTOR | CAREER FOUNDRY

Sep. 2020 - Present (Remote)

- **1-on-1 tutoring** for students taking the UX Immersion and UI Immersion courses.
- **Support students** in understanding industry best practices and relevant research methods through providing meaningful and constructive feedback on their progress.
- **Coach students in certain soft skills**, such as time management, taking feedback, and online communication.

SENIOR EXPERIENCE DESIGNER (UI & UX) | SYMPLICIT

Jun. 2019 - Jan. 2021 (Melbourne)

- **Specialising in end-to-end services** consist of user-led research, synthesis, heuristic evaluation, journey mapping, sprint planning and facilitation, brand development, rapid prototyping, user testing, and high-fidelity design across different devices.
- **Clients include:** Suncorp, AAMI, Apia, NAB, MLC Limited, AEMO, and a few startups.

COMMUNICATION DESIGNER (CONTRACT) | PADDL CO.

Mar. 2019 - Jun. 2019 (Melbourne)

- **Collaborate closely with design lean, VP of product, and engineers** to produce design solutions that gamified the whole resume writing and job hunting process—Making it fun and fulfilling for individuals to unlock their potentials.
- **Perform testing and heuristic reviews** with the CX Manager to enhance the UI and UX across all 3 client channels. Including individuals, educators, and employers.
- **Implement on rebranding** and expand the Paddl visual universe into hackathon-style games with some of Australia's largest brands and local government.

GRAPHIC DESIGNER & PHOTOGRAPHER | MY PET WAREHOUSE



Jan. 2017 - Apr. 2018 (Melbourne)

- **Design and manage all OEM product development:** including brand, label and packaging designs, as well as frequent communication with overseas manufacturers and vendors to ensure proper product development execution.
- **Support digital graphics, product photography, and collaterals** for retail marketing, eCommerce, product development, trade shows, and external parties when needed.
- **Collaborate with copywriters** to develop product descriptions and educational materials.



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WORK EXPERIENCE (CONTINUE)

MULTIMEDIA DESIGNER (CONTRACT) | CAPSPECIALTY

May 2016 - Oct. 2016 (New York)

- **Create graphics contents for all marketing channels** associate with CapSpecialty and Professional Risk Management Services Inc. and oversee the launch of those designs.
- **Translate insurance related information and marketing strategies** into effective designs for integrated marketing campaigns.
- **Manage and emphasize brand continuity** across various media including print and digital collaterals, websites, and social media platforms.

GRAPHIC DESIGNER & MARKETING ASSISTANT | NAMBÉ

Apr. 2012 - Jul. 2014 (New York)

- **Create and maintain the brand identity and styleguides**, handle packaging designs, budgeting and creating the year-round catalogs, marketing collaterals, as well as all print and digital advertisements.
- **Assist in managing product photographers and seasonal designers** to ensure all deliverables are consistent with the brand aesthetic.
- **Provide graphics support** for marketing, product development, retail, e-commerce, wholesale, and international trade shows in a creative, timely, and cost-efficient manner.
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GRAPHIC DESIGNER INTERN | GIGGLE

Sep. 2011 - Apr. 2012 (New York)

- **Responsible for updating weekly web banners**, email blast, and landing page for the Giggle Deals campaign.
- **Help with designing holiday catalogs** and other marketing materials.
- **Handle in-house product photo editing** and retouching of images as it pertains to layouts and multimedia features.