



# Nicolas Wong

## Graphic / UI Designer

Chicago Metropolitan Area (open for relocation)

(847) 347-9295

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<https://www.nicolaswongdesign.com>

Check out my [LinkedIn](#)

## Experiences

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### Graphic Designer

August 2023 - Present

#### Design Streak Studio / Normal, IL

- Collaborated with 7 diverse stakeholders to deliver multiple high detail-oriented promotional designs, such as logos, posters, and brochures.
- Worked with a team of 9 designers to brainstorm ideas in a fast-paced environment and provided constructive criticism.

### Front-End Developer

August 2023 - Present

#### Illinois State University CAS-IT / Normal, IL

- Developed user tests and use UX cases to ensure human-centric accessibility by building wire-frames using Adobe XD and Figma.
- Enhanced 3rd party applications to improve web and mobile traffic up to 100% by applying user experience design and technical solutions.
- Collaborated with a cross-functional team of PMs, engineers, writers, and director to debug and manage 18+ departments sites.

### Content Creator

August 2020 - Present

#### TikTok, Instagram, Youtube, Twitter, Facebook, Twitch

- Crafted videos and reels reaching over 400% growth, averaging 15-20% engagements rate per posts, with the result of achieving over 24,000 followers and 4.2 million overall likes.
- Researched on current trends and adapted to changes in media algorithms, resulting in reaching 200k+ users across all platforms on a weekly basis.
- Effectively managed my 5+ social media accounts on a daily basis.

### Design Teaching Assistant

August 2023 - December 2023

#### Illinois State University - Wonsook Kim CFA / Normal, IL

- Communicated with the design professor to enhance learning experiences by brainstorming effective learning and creative thinking.
- Provided assistance to 20+ design students, leading them to grasp a deeper understanding of the course's materials by problem solving.
- Boosted students' understanding by 200% on website coding language such as HTML & CSS in Visual Studio Code.

### Social Media Manager

August 2022 - July 2023

#### Illinois State University Admissions / Normal, IL

- Successfully grew an Instagram following by 500% on an annual basis, by deploying effective growth strategies on marketing videos using relevant trending hashtags and cross-promotions.
- Increased audience engagement by 30%, through promoting insightful content that targets specific consumers -6000+ students per year.
- Tracked and analyzed feedback through analytics, using A/B testing strategy and real time analytics to maximize user interaction.

## Languages

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English (Fluent)

Bahasa Indonesia (Native)

Mandarin (Basic)

## Skills

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### Adobe Creative Suite

Illustrator, Photoshop, XD, InDesign, After Effects, Premiere Pro, Acrobat

### Programming Languages

HTML5, CSS3, JavaScript, Python

### Technical Skills

Wireframing, Page Layout, Prototyping, Typography, Branding, User Research, Statistic Analysis, Social Media Marketing

### Google Suite

Docs, Drives, Sheets, Slides

### Microsoft Office Suite

Outlook, PowerPoint, Word

## Recognitions

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Harper's Student Juried Art Exhibition

ISU School of Art Scholarship

ISU Art Student Gallery Exhibition

Student Online Design Award (ODA)

## Educations

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### Bachelor of Science Graphic Design

Illinois State University

Magna Cum Laude

GPA (3.8/4.0)

Normal, Illinois