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PROFESSIONAL HIGHLIGHTS:

- Acting as PM/BA/UX/PO, inspired and led Dev Team to create Ordering App V.1 in 60 days and enjoying first deal worth \$162,540.00 TCV
- Coordinated Product Managers of 8 contrasting products, to unify to a harmonious Cloud Suite through Heuristic Evaluation, Design, Prioritization and Roadmapping
- Mentored CX Managers with BA process; increased accountability on SharePoint initiative
- Guided user research and overhauled UX to facilitate \$1.5M Point-Of-Sale tablet deal
- Attained Leadership NPS score of 89 (Respondents: 9 ICs, 1 peer manager, 1 direct supervisor)
- Implemented user research process to new scrum team resulting in a 4.5/5 App Store rating
- Inspired a culture of collaborative innovation resulting in scrum team creating an Ordering App MLP (Minimum Loveable Product) achieving NPS score of 40 and SUS(Usability) score of 93/100
- Facilitated customer meetings to strengthen business relationships by collaborating and sharing vision and strategy resulting in their restored confidence in staff/consumer facing products
- Accomplished world class NPS score of 80 for Kiosk configuration tool by researching, defining, and designing solution with Technical Product Manager
- Successfully presented engaging app demo at Sage Summit Keynote to over 3500 partners
- Received Stevie Award for 2016 Business App

QUALIFICATIONS:

- Over 19 years design experience working with technology and startup companies
- Over 8 years mentoring designers and cross-functional teams with Agile best practices and Design Thinking Process
- Nielsen Norman Group UX Master Certification – UX Management Specialty (License 1010285)
- Stanford University d.school Design Thinking course
- Dale Carnegie – Leadership Training for Managers, Lead Change Effectively
- High proficiency with prototype & design tools: Figma, Sketch, Marvel, Illustrator, Photoshop
- Strong creative problem solving for mobile(native/web) and desktop cross-browser platforms
- Fluent in English with strong presentation and effective documentation methods
- 2-year Diploma – Display & Design (Langara College)
- 1 year Certificate – Digital Graphic Design (VCC)
- 1 year Certificate – Interdisciplinary Design (Kwantlen Polytechnic University)

PROFESSIONAL EXPERIENCE:

Infor
Senior Manager, User Experience

April 2022 to present

- Established workshops with Product Managers of 4 isolated product apps resulting in a new Hotel Portal to provide a cohesive and synergistic omnichannel user journey
- Orchestrated extensive research: concept testing & design thinking process, with external stakeholders to influence Product Vision

Infor
Senior Manager, User Experience (continued)

- Coached Change Management concepts to Sr. Managers helping successful process changes with Business Analyst and Development Teams
- Streamlined UX Team operations for 7 scrum teams, enhancing efficiency through tool integration, web-based services, and internship recruitment without adding headcount
- Mentor team of 2 multi-disciplinary designers responsible for requirements gathering, workshop facilitation, user study facilitation/analysis, UX design, UI design, visual design, & content writing
- Performed Heuristic Evaluation for Hotel Check-in app, proposed UX improvements, lead UX designer to create global styling patterns for 4 Hospitality Mobile apps
- Mentor Dev Team Leads with EQ strategies and practices leading to increased communication effectiveness and accountability

Infor
Manager, User Experience

September 2018 to April 2022

- Successfully oversaw extensive user research and process, sustaining long term competitive advantage, including reducing 150+ reports to 9 reports
- Provided training/education to team ensuring professional growth, all within VP approved budget
- Operated a lean UX team with adequate tools and usability study options with lowest department expenses
- Chaired weekly UX peer design reviews, knowledge sharing sessions providing guidance, inspiration, and confidence to designers

Vivonet
UX Manager

November 2016 to September 2018

- Coached designer to be an effective user researcher resulting in a 200% increase in user studies
- Successfully integrated Design Thinking Process, sustaining long term competitive advantage for product strategy
- Fostered innovative culture by inspiring executives and scrum teams with UX presentations
- Earned an excellent NPS score of 50 and SUS(Usability) score of 84/100 for Native Mobile Reporting App for Food Service Industry
- Designed Kiosk ordering experience with excellent NPS score of 60 and SUS score of 77/100
- Professionally facilitated in-person and remote usability studies, analyze and provide insightful data to build a user validated onboarding experience

TriNet
Senior Interaction Designer

November 2013 to November 2016

- Proactively morphed the agile process with management and PM resulting in higher efficiency
- Mentored designers to effectively collaborate with PM and Dev resulting in successfully implemented designs without sacrificing UX
- Derived process and utilized tools to efficiently collaborate remotely with cross-functional team
- Defined mobile app IA and UI gaining a high SUS score: 83/100 and NPS: 25
- Streamlined UX for holiday schedule app scoring an excellent SUS score: 87/100 and NPS: 40
- Effectively gather requirements resulting in 13 visually engaging and meaningful payroll reports

Sage Software
Interaction / Visual Designer

December 2010 to November 2013

- Demonstrated leadership by managing North America design group to define Mobile Interaction & Visual Design System ensuring continental-wide consistency for mobile apps
- Strategically built flowcharts, wireframes, prototypes and high-fidelity mockups to effectively communicate designs to VP of Product Management, Innovation Team and customers
- Lead team of Business Analysts and Writer by establishing an iterative design process resulting in an intuitive ACA dashboard for HR users to remain compliant with complex Obamacare laws
- Spearheaded the creation of Visual Design System with strong design background bringing consistency and latest trends to all North America Mobile and Web products
- Effectively trained offshore staff remotely resulting in increased productivity and task completions
- Designed and executed a multi-stage process to porting 700 UIs to web format
- Mastered Agile Development Process within one week resulting in high proficiency collaboration
- Worked closely with Usability Analyst to conduct studies and reiterate prototypes
- Daily multi-tasking by simultaneously collaborating with 6 Agile teams

Flavour Studios
Consultant / Art Director

January 2007 to January 2012

- Gathered requirements and designed OCR tool for Clinical Auto-Coding improving accuracy and reducing overhead costs for US healthcare
- Organized and built flowcharts and wireframes based on content requirements to efficiently design websites ready for scheduled launch date
- Strategically designed highly functional user interface for web broadcast app allowing accessible communications with client's partners

Clients include: DKNY Vancouver, Network Healthcare, Association of Certified Fraud Examiners

Hotel PURE Corporate
Art Director / Graphic Designer

September 2006 to April 2010

- Effectively collaborated with CEO, VPO to simultaneously design and update 13 hotel websites
- Defined smooth payment process for 128trip.com and HotelPURE.com through user-testing
- Effective use of Skype calls and IM to collaborate with offshore developers and marketing executives to build user-friendly products

xGeneration Marketing
Graphic Designer

January 2004 to September 2006

- Built strong rapport with partners to conceptualize unique brands and logos, execute stunning websites with the development team, and design robust promotional materials
- Ability to work quickly under pressure meeting tight deadlines: prepared animated Flash presentations, print materials and tradeshow booth designs for 6 conventions

Primary Client: Chimera Technology (Online Poker & Gaming)