Tracey Wong

Product Designer
Portfolio: http://treycwong.com

Profile

Product designer with 10 years of experience, specializing in building Web, Mobile & SaaS platforms Unlike traditional designers, I deliver designs with live testable prototypes to bridge the gap between design and engineering. Currently integrating AI workflows and achieving high quality results with production-ready designs.

Employment History

Product Designer (Full-time) - The Flow Ops (SG)

September 2025 - Present

- Lead the end-to-end design for an enterprise website builder, moving from conceptual wireframes to production-ready React (shadcn) prototypes.
- Designed core information architecture and user flows (e.g., Pricing logic, editor tools), and test for product usability.
- Ensure design patterns and system is cohesive and maintained in a documented library and updated on Figma.

Product Designer - Weboard App

January 2026 - Present

- Architected and launched a project management platform for freelancers and SMEs, integrating Kanban-style workflows with time-tracking and client invoicing.
- Built the MVP using front-end frameworks and back-end with Supabase, owning the entire product lifecycle from user journey mapping to live deployment.
- Gather feedback and testing, with progressive UI enhancement through the product's lifecycle

UI/UX Design Consultant (Self-Employed)

March 2024 - September 2025

- Led the e-commerce redesign for FightAesthetic, focusing on increasing conversion rates and mobile optimization.
- Consulted on UI/UX improvements for Emerico, and provided an design improvements for their website and email design.

UI/UX Designer (Full-time) - WDM Agency (AU)

August 2017 - February 2024

- Directed UI/UX strategy for high-traffic e-commerce platforms and mobile apps, serving Australian enterprise clients.
- Established design systems that standardized UI components across web and mobile, and ensure a successful developer handoff.
- Work with a team of product manager, content and designer and bridge communication between marketing and development teams to ensure technical feasibility.

Freelance UI/UX Designer

October 2015 - August 2017

- Delivered early-stage MVP designs and responsive web interfaces for startups such as Meminto Stories.

Education

Bachelor of Recording Arts (Hons) - Middlesex University, UK

October 2007 - January 2010

Certification

IBM AI Developer

January 2020 - June 2020

Contact Details

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treycwong@gmail.com

Location

Malaysia

Nationality

Malaysian

Skills

UX/UI Design (Figma)

Prototyping (Figma)

Web Dev (React/JS)

AI Tools (Antigravity)

Languages

English

Malay