

# Nicolas Wongsosaputro

## UX/UI Designer



w [nwongsosaputro.com](http://nwongsosaputro.com)

e [nwongsosaputro@gmail.com](mailto:nwongsosaputro@gmail.com)

l [linkedin.com/in/nicolaswongsosaputro](https://www.linkedin.com/in/nicolaswongsosaputro)

## Profile

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Hello from your overly-polite and sarcastic Vancouverite designer! The tl;dr version of my story? I've worked in five award-winning companies, contributed my talents in a social media platform used by 800+ out of Fortune 1000 companies with a total of 15+ million users at Hootsuite, one of Canada's most respected award-winning advertising agency at Rethink, a member of Canada's biggest e-commerce award-winning team at Best Buy, and an award-winning web design agency at WittyCookie. Have been featured on the web on several blogs such as Abduzeedo (250,000+ followers on Twitter) and The Omega Nerd (85,000+ followers on Tumblr). Phew!

## Experience

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### Hootsuite [hootsuite.com](http://hootsuite.com)

#### Intermediate Web Visual Designer, May 2016 – Present

- Making all kinds of design magic in the web world with fellow talented peers — stay tuned

**Clients include:** 800+ out of Fortune 1000 companies, 15+ million users worldwide

### Rethink [rethinkcanada.com](http://rethinkcanada.com)

#### Digital Designer (Six-Month Contract), October 2015 – April 2016

- Crafted UX/UI solutions from responsive websites, banners to e-blasts and presented design decisions to clients
- Producing well thought-out solutions delivering creative art direction of storyboards, sketches, and concepts
- Collaborated daily with a handful of Creative Directors, Art Directors, Copywriters, Developers, and Producers

**Clients include:** A&W, Shaw, Coors Light, Mr. Lube, and many more

### Pixhug [pixhug.com](http://pixhug.com)

#### UX/UI Designer, June 2015 – September 2015

- In charge of Pixhug's rebrand of overall identity and creative direction in all visual mediums
- Rebranded both Pixhug's mobile app and website platform to hit their target audience
- Conducted robust UX processes and deliverables in projects

**Ambassadors include:** Julian Lennon, Adam Leipzig, Timothy White, and more

### Best Buy Canada [bestbuy.ca](http://bestbuy.ca)

#### User Interface Designer (Six-Month Contract), October 2014 – April 2015

- Designed and coded Best Buy's main homepage website, Microsite, and iOS/Android app with over 100,000+ visitors daily
- Developed Best Buy's 2014 Black Friday SEO page for maximum conversion and awareness which helped generated \$1,000,000+
- Presented design decisions with a handful of Marketing stakeholders and client vendors on a daily basis
- Produced a large number of banners and product guide landing pages with set schedules and tight deadlines

**Clients include:** Google, Apple, Samsung, Sony, Microsoft, GoPro, and many more

### WittyCookie [wittycookie.ca](http://wittycookie.ca)

#### UX/UI Designer, March 2014 – September 2014

- Responsible for WittyCookie's clients during their 14-day free trial achieving ~90% approval rate in onboarding
- Increased conversion sign-up rates by 73.89% on a trial page implementing an A/B test experiment
- Collaborated with development team to match designed prototypes on a daily basis

**Clients include:** Regency, Mercy Ships, TEDxSFU, Amazon, and more

## Brightkit (acquired by Hootsuite) [hootsuite.com/products/campaigns](https://hootsuite.com/products/campaigns)

Designer (Intern), September 2013 – November 2013

- Designed 30+ campaign mockups for Brightkit's potential clients through their platform
- Developed front-end development work for Brightkit's transition to a new website
- Developed and designed a 404 Error landing page for Brightkit's users

**Clients include:** LinkedIn, NHL, NBA, car2go, BC Hydro, Mary J. Blige, Dwayne Johnson, and many more

## Awards

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### True Grit Award [hootsuite.com](https://hootsuite.com)

Hootsuite, June 2017

Every month an employee or a number of employees are awarded the True Grit Award in the Marketing organization for excellence.

These are employees who:

- Inspire self-analysis
- Inspire bravery & courage
- Evoke team spirit

For this particular award, I was involved in spearheading a series of design on different channels to raise exposure and engagement of Hootsuite being the enterprise leader of Social Media Management Solutions in 2017 by Forrester.

### Senior Management Certificate, With Distinction [bcit.ca](https://bcit.ca)

British Columbia Institute of Technology, October 2013

#### New Media Design & Web Development

Graduated With Distinction which requires 2.7 or greater GPA issued by BCIT

## Skills

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### Design

Sketch

Adobe CC

InVision

UXPin

Axure

OmniGraffle

### Testing

Google Analytics

Inspectlet

Optimizely

CrazyEgg

### Languages

HTML5

CSS3

JavaScript

jQuery

Have an awesome day! 🤘 👍 🙌  
Here's a taco to help. 🌮