

Nicolas Wongsosaputro

UX/UI Designer



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Profile

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 16+ 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

Hootsuite hootsuite.com

Intermediate Web Visual Designer, May 2016 – Present

- Responsible for crafting a holistic and conversion-centric UX and UI solutions for Hootsuite's responsive website (which consists of 2M monthly new visitors, 40K weekly signups, and 600K weekly active users)
- Championing thoughtful design on a daily basis, presenting to a large number of stakeholders, executives, and multiple departments
- Creative conceiving, pitching, and producing: landing pages, paid social ads, and online display ads to drive revenue, traffic, and downloads

Clients include: 800+ out of Fortune 1000 companies, 16+ million users worldwide

Rethink 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

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

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
- Coded 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

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, Amacon, and more

Brightkit (acquired by Hootsuite) 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

True Grit Award 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

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

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. 🌮