

HAYLIE WONG

PRODUCT DESIGNER

TORONTO, ON

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PROFILE

Digital product designer with four years of UX/UI and product experience across mobile, responsive web, and game UX. I turn complex workflows, information, and interaction systems into clear, practical experiences. My end-to-end practice spans research, information architecture, user flows, prototypes, interface systems, production specifications, and usability testing. I collaborate closely with stakeholders and developers to translate operational needs into dependable customer journeys.

CORE SKILLS

- Product design
- UX/UI design
- Information architecture
- Workflow design
- Design systems
- Wireframes, flows & prototypes
- Responsive design
- Remote usability testing
- Production specifications
- Art direction & game UX

PROFESSIONAL EXPERIENCE

2026 - Present **Co-founder**

Oupelaye Studio | Quebec, Canada

Co-founded a game studio; lead art direction and game UX from concepts through playtesting, partnering with development to iterate gameplay.

2025 - Present **Independent Game Designer & Art Director**

Independent projects | Remote

Design and playtest small game projects, shaping interaction flows, visual systems, onboarding, and moment-to-moment feedback alongside development collaborators.

2023 - Present **Senior Copywriter**

The Immigration People | Singapore

Write clear, audience-aware immigration content while handling sensitive client information with discretion and accuracy.

2023 - 2024 **Executive Assistant**

ed&c; | Singapore

Coordinated executive priorities, scheduling, communications, and operational workflows while maintaining confidentiality and keeping stakeholders aligned.

2020 - 2022 **Digital Product Designer**

abillion | Singapore

Owned end-to-end UX for a launched profile revamp, delivering systems, flows, prototypes, specifications, and remote usability testing.

2017 - 2019 **UX/UI Designer**

Decision Science | Singapore

Designed responsive website experiences, translating brand and information-architecture needs into UI, prototypes, and build-ready specifications.

SELECTED PROJECTS

01 **Inventory Management System**

INDEPENDENT | PRODUCT DESIGN | OPERATIONS

Independently identified, designed, built, and iterated an inventory website in five days, turning CSV and Notion data into clear categories, filters, and location-aware views for tracking stock and sales.

02 **abillion Profile Revamp**

UX/UI | RESEARCH

Sole UX designer for a launched profile revamp, defining systems, flows, prototypes, and specifications; validated before launch in UXArmy with four participants across eight tasks.

03 **Sompo Asia Website Revamp**

RESPONSIVE UI | INFORMATION ARCHITECTURE

Designed a full regional website across desktop and mobile, translating a refreshed brand and clearer information architecture into flows, states, and production-ready specifications. View the live website.

04 **Mad John**

GAME UX | ART DIRECTION

Co-created an in-progress card-and-puzzle game; led game UX and art direction, using six mixed-experience playtests to introduce a hands-on tutorial and refine scoring.

05 **Toadally In Love**

GAME JAM | ART DIRECTION | UX

Led art direction and UX for a four-day puzzle-game build, creating a readable interaction system and visual world that ranked third overall among 73 entries. Play on itch.io.

EDUCATION

2022 - 2023 **Design Management (Post-graduate Certificate)**

George Brown College | Toronto, Canada

Dean's List: Fall 2022 and Winter 2023.

2016 - 2017 **Bachelor of Communication (Professional Communications)**

RMIT University | Singapore & Australia