



Adriano Wong

Aiming to build well-designed products that simplify life, leveraging extensive experience in product design, UX/UI, and leadership to drive impactful user experiences.

www.adrianowong.com

+65 9756 6747

adrianowongs@gmail.com

- Senior Product Designer

Bytedance, TikTok | 2024 - Present

- Global Payment Product Expansion & Integration
 - Led end-to-end payment integrations for the world (US, JP, ID, TH, EU, and multi-region Bytedance subsidiaries like TikTok Shop, TikTok Local Service, TikTok Live, Lark, Douyin, Capcut, Games, SoundOn, etc) enhancing UX, payment success, security, and loss prevention.
 - Managing multi-national stakeholders expectations across businesses and departments. Developed advanced features including foreign exchange (FX) locking, negative balance payments, and tax calculation schemes for global merchants and creators.
 - Payment Infrastructure & Error Management Optimization
 - Lead and established company-wide payment error code guidelines, templates, and SDK, standardizing thousands of error messages across all businesses (TikTok Shop, Risk & Compliance, etc) to improve payment retry success, user clarity, reducing customer complaints and fallback rates.
 - Launched the Global Payment Experience Hub, a centralized portal for internal payment showcases, leading UX design and cross-functional collaboration.
 - Key Product Payout Solutions & Creator Support
 - Launched and supported general payout solutions, including the User growth and seamless corporate (ToB) withdrawal system for TikTok Live.
 - Part of the team developing a brand new product, owning the withdrawal module through cross-functional collaboration.

Design & Prototping

Figma, Spline

Methodologies

Agile, Double D Design Thinking

Research & Collaboration

Leadership, Team Mentorship, Cross-functional Collaboration

Media

3D, Branding, Multimedia Design, Visual and Graphic Designs

Language

Proficiency in English, Chinese & Bahasa Indonesia.

PAST EXPERIENCES

- Principal Product Designer

SYFE | 2022 -2024

- Spearheaded and lead the strategic overhaul of both web and app interfaces, elevating the customer experience, enhancing user value, proficiently addressed user pain points while aligning with business objectives and pushing for a holistic design system and processes, contributing to a successful SGD 36M funding round.
- Senior UX/UI Designer

GRABHEALTH | 2020 - 2022

- Facilitated healthcare access by linking professionals with patients in Thailand and Indonesia, transcending time and location constraints.
 - Continuously enhance design systems by collaborating with Ping An Good Doctor's diverse team, incorporating trends, user feedback, and data analysis.
 - Aligned with partners such as Lippo, AXA, and SCB Bank, providing optimal user experiences and enabling seamless insurance connections for accessible healthcare services.
- Product Design Lead

GIGI, ALPHA SUPPLY CHAIN | 2019 - 2020

- Lead end-to-end product design, marketing and branding for Gigi, Thailand fashion marketplace mobile app, business portal for B2B B2C.
 - Understanding behaviour of local fashion buyers, giving users an alternative to fashion purchase and shop owners an all-in-one app to track their sales & SKU.
- Product Design Lead

POLICYPAL, PAL NETWORK | 2018 - 2019

- Develop mobile app, web and blockchain softwares. Plan new insurance products' user story, copy, enabling user to understand product with better user experience.
- UI/UX Specialist

AP ORIGIN, VRZONE | 2015 - 2017

- Leading design with dev team on planning user story, analytics for solutions such as: CoCadre (MAS Integrated Engagement App), 3D data visualisation solution, Razer, Johnson Controls & Schneider.
- UI/UX, Multimedia 3D

FREELANCE | 2015 - PRESENT

- Multimedia/UIUX, graphics for Munich Re, Asus, Belkin, AirNewZealand, Singapore Kindness Movement, SG startups agencies, Anacle SG, etc. Clinched 3D Event booth designs, materials for Changi Airport Group, CapitaLand and Sesame's Street.
- T H A N K Y O U