



# Thony Way

Passionate in exploring design solutions & technologies to empowering business & people.

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## Experiences

### Internal Auditor | Talent League

2021 - Current | Full Time

- **Conduct more than 100 interviews** with all the Head of Depts to develop a thorough understanding of business processes and document the processes in flowchart/ process narratives.
- Detected more than **100 inherit risk and control findings** within the every business functions through audit approach, test procedures & sampling method.

### Freelance UXUI Designer & Web Dev

2019 - Current | Part Time

- Complete more than **6 UIUX Design & Web Development projects**.
- Manage to increase about **25% of lead conversion** for client projects.
- Conduct **User Interviews & User Journey Mapping**.
- Deliver lo-fidelity wireframe & hi-fidelity prototype focus on **lead-conversion website & dashboard**.

### Marketing & Design Lead | SPRINTLA

2016 - 2019 Apr | Full Time

- Responsible to **build ideal customer profile & User Journey Mapping**.
- Conduct **User Interview** to improve user experience in using Web App & Mobile App.
- Deliver and assist in **mobile apps wireframing & hi-fi prototyping**.
- Managed to penetrate **30 Universities & 6,000 users**.
- Plan for annual **marketing strategy & campaign**.
- Discover **effective distribution channel**.
- Plan & execute **digital marketing plan**.
- Establish **sales partnership** with brands.
- Sales & Marketing Forecasting.
- Involved in investor relationship build up & preparation of **fundraising plan** and pitch deck.

### Graphic Designer | UHTRADING

2014 - 2017 | Part Time

- Responsible to design **graphic & visual** requirement that requested by customers.
- Responsible to launch **digital sales** through Facebook for the company. Sold **42pcs of apparel** for the first campaign launched.
- Conduct **User Feedback** to explore new apparel design for next & following campaigns.

## Education

### Multimedia University

- Bachelor Of Accounting  
CGPA2.82 | Year 2018/2019

### SMK Tun Tuah

- PMR 6A's | Year 2011
- SPM 8A's | Year 2013

### SJK (C) Bachang

- UPSR 1A's | Year 2018

## Leadership

### External PR | International Varsity Accounting Quiz

- Managed to get approximate 1,500 participants | Year 2016

### Co-Director | Charity Run

- Managed to get approximate 1,500 participants | Year 2016

### Co-Director | BA.D Night

- Managed to handle 20 internal & 10 external vendors & 2k students to join the events with only 10 committees | Year 2014

## Skills

### Design

- UIUX Design
- Prototyping
- Wireframing
- Design System
- User Journey Mapping
- User Interview

### Tools

- Figma
- Adobe Photoshop
- Adobe illustrator
- Spline
- Zeplin
- Wordpress