

Elaine Wong

Trilingual Content Designer with a background in anthropology and videography.

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EXPERIENCE

Co-Producer of Vision Venture Project [[Portfolio Link](#)]

Oct 2021-Oct 2022

USC Viterbi School of Engineering | Los Angeles, US (Remote)

- Edited 30+ episodes for YouTube series to design inspiring 1-5min narratives of alumni providing advice on life after graduation, making positive impact on current students' decision making in career development [[Student Feedback Link](#)]
- Collaborated with Web Engineer and Product Manager, providing content strategy and constructive feedback for interactive website platform, including wireframes and design mocks for information architecture and education material
- Curated and taught workshop curriculum for undergraduate engineering students to apply design thinking on aligning personal and professional identities and learn in-depth interview skills, attracting 100% more participants for next cycle

Journalist [[Portfolio Link](#)]

Jan 2017-Aug 2021

Freelance | Remote

- Crafted cultural criticism pieces for NGOs and online academic journals by applying anthropological perspectives to real-world issues and making complex concepts more accessible and engaging to public audience
- Interviewed and connected with global community leaders and industry experts to produce well-researched articles on niche social issues, including innovations on sustainability education
- Developed multimedia storytelling strategy for the *Karuta in London* community, incorporating video and graphics into article, resulting in over 10 new members to join the *Karuta in London* community within 2 months [[Article Link](#)]

Content Creation Associate [[Portfolio Link](#)]

Mar 2020-May 2021

WNJ Ventures | Hong Kong (Hybrid)

- Collaborated with esports and mental health experts to storyboard and produce professional gaming documentary series, video essays and articles educating investors about niche markets shaping how youths live, work and play
- Created style guide and wrote engaging landing page content for seasonal campaign promoting gaming for mental health, attracting 2 partnering mental health charities (website no longer available but please see design process at [[Portfolio Link](#)])
- Illustrated and curated positive social media content (e.g. podcasts and IG posts) that is relatable to Millennials and Gen Zs, gaining 200+ followers in 1 month for parent IG account Waffles N Jams: [instagram.com/wafflesnjams](https://www.instagram.com/wafflesnjams)

EDUCATION

Master of Arts in Visual Anthropology

2021-2023

University of Southern California | Los Angeles, US

- Thesis Film: *Pursuing Play: A Visual Ethnographic Novel*
- Conducted and analyzed in-depth interviews and participant observation with 15 research participants to understand video game players and designers' perspectives on concepts of agency and coziness in gaming
- Designed and edited video game UI elements into film footage to induce gaming user experience for audience
- Presented engaging PowerPoint supporting thesis at **2022 PAMLA (Pacific Ancient and Modern Language Association) Conference**, resulting in acceptance of thesis film for **2023 PAMLA Documentary Shorts Film Festival**

Bachelor of Science in Anthropology

2015-2018

University College London | London, UK

- Thesis: *How to Produce a Pop Idol: The Co-Shaping of the K-Pop Body*
- Designed and conducted 2 months of independent ethnographic fieldwork in South Korea, participating in professional dance and vocal training 10 hours per day
- Interviewed and connected with over 20 K-Pop trainees, staff and consumers to gain social and psychological insights

SKILLS

- Certifications: AI in UX/UI Design – Uxcel (2024), UX/UI for Gaming – ELVTR (2022), UX Design – Xccelerate (2019), Social-Behavioral Human Subjects – CITI Program (2022)
- Tools: Mac OS X, iOS, Figma, Adobe XD, Premiere Pro, Photoshop, Illustrator, Procreate, Wix
- Design/Production: UX/UI Design & Writing, Design Systems, Illustration, Video Editing, Multimedia Storytelling
- Communication: Teaching & Leadership, Public Speaking, Short & Long Form Writing, In-Depth Interviewing, Ethnography
- Languages: English (Native), Japanese (JLPT N2 – Fluent), Cantonese & Mandarin (Advanced)