

Kristine Chong

User Experience Designer

Los Angeles, CA

www.kristinechong.com

[linkedin.com/in/kristinemchong](https://www.linkedin.com/in/kristinemchong)

kristinemchong@gmail.com

818-489-4966



◎ SUMMARY

UX Designer with a background in business advocacy and customer service. Diversity of work experiences include working with businesses and stakeholders on the community level as well as collaborating with teams in sales/marketing, events, retail management, and property management. Empathizes with the needs and goals of both users and businesses and recognizes the power of technology to bring the two together.

SKILLS

Tools

- Adobe XD
- InVision
- Sketch
- Microsoft Office

Design

- Style Guides
- Information Architecture
- Responsive Web Design
- Storyboarding
- Wireframing
- Prototyping

Research

- Competitor Analysis
- Customer Journey Mapping
- Interviews/Surveys
- Personas
- User Flows
- Usability Testing
- Affinity Diagrams
- Google Analytics

Code

- HTML/CSS
- Bootstrap
- Some Javascript

EDUCATION

UCLA Extension
UX/UI BOOT CAMP
Certificate | Los Angeles, CA

Occidental College
FILM & MEDIA STUDIES
Bachelor of Arts Degree | Los Angeles, CA

UX/UI CASE STUDIES

○ LONELY WHALE

WEBSITE REDESIGN | UX/UI DESIGNER

- Redesigned 3 web pages to enhance web experience for client's target user
- Conducted user/client research to develop key insights, value proposition, & concept
- Updated sitemap & consolidated user flows
- Created wireframes & high-fidelity responsive prototypes using Adobe XD
- User tested prototypes using InVision

○ LOS ANGELES HOMELESS SERVICES AUTHORITY

WEBSITE REDESIGN | UX DESIGNER

- Collaborated with UX/UI students to develop a user-friendly web experience for users interested in volunteering for the Greater Los Angeles Homeless Count
- Conducted user research & interviewed client to understand problem space
- Synthesized feedback to generate insights & clear, user-centered design solutions
- Redesigned information architecture & content structure

EXPERIENCE

○ May 2015 - Dec. 2017

MARKETING COORDINATOR

Hollywood Chamber of Commerce | Hollywood, CA

- Managed all aspects of monthly business mixers: designed flyers, sent invitations, managed reservations/guest lists, facilitated optimal networking experiences
- Managed the Hollywood Hot Deals discount program: designed web banners & organized submissions
- Simplified the guest registration experience for events by applying rules of consistency & minimalism
- Coordinated fundraisers for the Community Foundation which raised \$70,000+ annually for local non-profits

○ Dec. 2012 - Dec. 2013

ASSISTANT MANAGER

Gilly Hicks | Glendale, CA

- Managed a high volume store that grossed \$3.3 million/yr with 80 part-time associates
- Demonstrated product knowledge & brand awareness
- Maintained high company standards for visual presentations & in-store experiences
- Recruited, trained, & supervised new sales associates