

# Kristine Chong

## Product Designer, User Experience Designer

Self-starting Product, UI/UX Designer with experience working on web and mobile digital products with early-stage startups and small enterprises. Experience collaborating with cross-functional teams in a fast-paced environment, while managing simultaneous projects with multiple clients. Able to balance user needs, business goals, and technical constraints to inform visual design decisions and product features.

### CONTACT

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### SKILLS

#### Tools

Figma  
Adobe XD  
Sketch  
InVision  
HTML/CSS  
Webflow  
Google Analytics

#### Design

Visual Design  
Design Systems  
Wireframing/Prototyping  
Information Architecture  
User Journey Mapping  
User Research  
User Testing

### EDUCATION

#### UCLA Extension

UI/UX Design  
Certificate

#### Occidental College

Art History & Visual Arts  
Bachelor of Arts

### WORK EXPERIENCE

#### **Tribevest** UI/UX Designer (Contract)

August 2020 - Present

Designing prototypes and user flows for customer-facing products including an investor dashboard, platform settings, web pages, and onboarding. Collaborating with team members to deliver mockups, user journeys, sitemaps, and other design assets. Project management and planning on select projects. Working within and contributing to the design system. Tribevest is a fintech startup based in Columbus, Ohio.

#### **SteadyPay** UI/UX Designer (Freelance)

April 2020 - September 2020

Created wireframes and high-fidelity mockups for SteadyPay's customer and investor pitches. Projects included a financial dashboard and various web pages. SteadyPay is a fintech startup based in Los Angeles, CA.

#### **Doorvest** Product Designer (Contract)

March 2020 - July 2020

Designed wireframes, high-fidelity mockups, and an investor dashboard. Conceptualized a landing page redesign, increasing lead generation by 6x and decreasing bounce rate by 30% in the first week. Contributor to brand style guide and design system. Doorvest is a fintech and real estate startup based in San Francisco, CA.

#### **Friends of Andrew Yang** UI/UX Designer (Volunteer)

August 2019 - February 2020

Collaborated with project managers, engineers, and campaign staff to increase volunteer engagement for the Andrew Yang 2020 presidential campaign. Designed wireframes and prototypes for an event map experience and a gamification project. Iterated on designs based on team and client feedback.

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*Resume Continued...*

**Hollywood Offices** UI/UX Designer (Contract)

February 2019 - August 2019

Conducted client, competitor, and user research to develop key insights and create a modern web redesign concept. Synthesized research data to create sketches, wireframes, and interactive prototypes. User tested prototypes in InVision and iterated on designs based on user feedback.

**Hollywood Chamber of Commerce** Marketing Coordinator

May 2015 - December 2017

Supported the needs and goals of businesses across top Hollywood industries including restaurants, hospitality, and entertainment. Developed relationships with business leaders and key stakeholders through event planning, community relations, and marketing communications.

**Gilly Hicks** Assistant Retail Manager

December 2012 - December 2013

Managed 80 part-time associates at a high volume retail store. Delivered quality in-store customer experiences, maintaining high standards for visual presentations and customer interactions. Demonstrated strong product knowledge and brand awareness.