

JUSTIN KWONG

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justinkwong.me

**Connecting people
through design to create
change that matters.**

Licenses & Certifications

APR 2020

Hello Design Thinking

IDEO U

JUN 2020

**Conducting Usability
Testing**

Interaction Design Foundation

Memberships

NOV 2019 — PRESENT

Board Member

Project Contrast

APR 2020

Member

Interaction Design Foundation

Say Allo

Lead Product Designer

APR 2020 — PRESENT

- Building a design system, strategies, and practice to further elevate design within the organization.
- Leading creative direction with a team of designers to bring elevated connecting brand experiences.

Encircle

Director of Marketing

JAN 2019 — APR 2020

- Led the organization through a brand refresh resulting in a more recognizable, valuable non-profit brand.
- Created brand strategies that resulted in hundreds of thousands of dollars raised for the organization's programs and services.
- Implemented design thinking strategies and practice across organizational teams resulting in solutions to better nurture community internally and externally.

Designer

APR 2018 — JAN 2019

- Led a team to create effective brand strategies for Utah's largest LGBTQ+ youth summit.
- Led creative direction of all media and creative assets.

Project Contrast

Designer

JUN 2018 — NOV 2019

- Developed a brand system that supported the organization's mission and media.
- Designed an experience attended by hundreds of influencers that amplified the stories of under-represented voices.

LOVELOUD Foundation

**Associate Producer &
Designer**

JUL 2018 — JUL 2018

- Worked directly with Producer and Stage Manager to produced a music festival attended by over 40,000 people.
- Worked with a team to facilitate discussions between talent and partners.
- Worked with sponsors and partners to facilitate and create media needs relating to the music festival.

Boncom

UX Designer

AUG 2018 - FEB 2019

- Used a design process to define problems, create user journeys, ideate, and test innovative design solutions to meet client needs.
- Led and presented on design sprints with other designers to effectively communicate design solutions.
- Collaborated with client's brand design team to design delightful experiences within brand parameters.

The Wall

Design & Marketing Manager

AUG 2017 — MAY 2018

- Led a team of designers and marketing specialists to create and execute creative brand strategies.
- Created uplifting customer experiences that further promoted the brand and product offerings.

Designer

SEP 2016 — AUG 2017

- Led a team of designers to create engaging materials to promote the brand and product offerings.

TalentTrail

Co-Founder, UX

DEC 2012 — SEP 2014

- A part of the founding team working to create a reputable brand and human-centered user experience for first-time job seekers.