

# Justin Kwong

A product designer connecting people to create change that matters.

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## Say Allo

### Lead Product Designer // May 2020 – September 2020

- Created and implemented human-centered strategies and designs using Sketch, Zeplin, Framer and Miro to build-up and strengthen the design practice within the organization at the intersection of product and brand.
- Implemented a design system resulting in better cross-team communication and collaboration.
- Introduced refreshing visual design across the brand through illustration and Lottie animations using Illustrator, After Effects and Haiku.
- Using a UX process, designed and built a refreshed website using Webflow.
- Assisted frontend development by creating high-fidelity prototypes and hand-off with Framer and HTML/CSS.

## Violet

### Contract Product Designer // May 2020 – May 2020

- Led design efforts to transform a set of management tools creating efficiencies within the organization and platform using Figma.

## Encircle

### Director of Marketing // January 2019 – April 2020

### Brand Designer // April 2018 – January 2019

- Directed a team of three on a brand refresh using Illustrator, InDesign, After Effects, and Premiere Pro resulting in a more recognizable, valuable non-profit brand centered around nurturing community and hundreds of thousands of dollars raised towards the organization's mission.
- Led a team of six product designers to create a mobile resource app to result in increased accessibility of life-saving resources.
- Led branding and communications efforts for the largest LGBTQ+ youth summit in Utah collaborating with internal stakeholders and external vendors, press, and sponsors.

## TOOLS

After Effects, Figma, Framer, HTML/CSS, Invision, Illustrator, Premiere Pro, Photoshop, Sketch, Webflow, Zeplin

## EDUCATION

### IDEOU

Hello Design Thinking

April 2020

### Interaction Design Foundation

Conducting Usability Testing

June 2020

## MEMBERSHIPS

### AIGA Salt Lake City

Director of Programming

August 2020 – Present

### Project Contrast

Board Member

November 2019 – Present

### Queer Design Club

Member

March 2020 – Present

## **Project Contrast**

**Brand Designer** // June 2018 – November 2019

- Designed a digital and physical experience for a non-profit amplifying the voices of under-represented communities using Illustrator, InDesign, and Squarespace.

## **Boncom**

**UX Designer** // August 2018 – February 2019

- Produced uplifting digital responsive experiences for clients using Sketch, Zeplin, Principle, and Illustrator to create human-centered approaches and collaboration across marketing, data, and creative teams.

## **LOVELOUD Foundation**

**Experience Designer** // April 2018 – July 2018

- Designed a variety of branded physical and digital elements to create an immersive festival experience for over 40,000 attendees. Collaborated with talent, vendors, sponsors, and press to run a smooth all-day experience which resulted in over \$1M raised for LGBTQ+ youth.

## **The Wall**

**Creative Director** // August 2017 – May 2018

**Brand Designer** // September 2016 – August 2017

- Led a team of four to successfully create and execute on a brand refresh and the promotion of product offerings resulting in a dramatic, consistent increase in revenue.
- Designed branded materials to invite and promote the organization's brand and product offerings using Illustrator and InDesign.
- Designed mobile app experiences using Sketch and worked with developers to create engaging experiences to crease revenue.

## **TalentTrail**

**UX Designer & Co-Founder** // December 2012 – September 2014

- Introduced human-centered design practices through engaging mobile experiences for first-time job seekers using Illustrator and Sketch.