Stefanie Wong

PRODUCT, UI/UX, VISUAL DESIGNER   DIGITAL PRODUCT DESIGN FOR WEB & MOBILE

PROFILE

Hello! I'm a seasoned UI/UX designer experienced in a variety of industries and have successfully designed and developed thoughtful products that have touched millions of users - these products include projects for Google, PayPal, Stanford and CBS Interactive. I am by nature considerate and empathetic which helps drive my design decisions while being sensitive to business goals. I love learning about human behavior/decision making, making stuff that makes sense, and producing smart, simple solutions.

I enjoy reorganizing information, optimizing workflows, and inventing custom solutions. I'm excited by complexity - I like to shake out all the pieces, gather insights and find connections, and then showcase smarter, simpler ways to manage all of it.

TOOLKIT

Figma, Sketch, Adobe Creative Suite (Photoshop and Illustrator), PowerPoint/Google Slides, working knowledge of HTML/CSS, designing for CSS frameworks like Bootstrap, Adobe Acrobat, Wordpress, Clubhouse, Asana, Trello

SKILLS & EXPERTISE

UI DESIGN
Expertise in reorganizing content for ease of use, strong understanding of visual hierarchy, creating lo-fi and hi-fi mocks, expertise in creating design patterns for dynamic content, working with existing brand guidelines

UX DESIGN
Strong familiarity with universally known UX patterns, expertise in visually communicating solutions, defining page flows, communicating ideas with wireframes, conducting UX audits, identifying pain points, complete re-designs

WORK EXPERIENCE

SENIOR UX DESIGNER, GOOGLE   AS PART OF GROW | DEC 2020 (CONTRACT)

AS PART OF A DIGITAL DESIGN AGENCY, responsible for creating and standardizing login and account management processes across Think with Google properties

- Built out all user flows and possible paths based on direction from product team, provided versatile solutions for multiple properties while satisfying project requirements
- Collaborated closely with in house creative team with Figma - UX designers, copywriters, brand managers

PRODUCT DESIGNER, PRODUCEPAY   LOS ANGELES, CA   DEC 2018 - JAN 2020

FIRST IN-HOUSE DESIGN HIRE responsible for establishing company wide design language and brand cohesion, designing digital products and prototypes to determine product/market fit, improving user experience of legacy software (internal and customer facing)

- Project types included bespoke business intelligence software, financial operations software, dashboards and emails that showcase price trends and historical data for a user base notoriously known to be slow at adopting new technology (farmers, produce distributors)
- Responsibilities included synthesizing insights/feedback from customers to determine product direction, working closely with product managers to build page flows and site architecture, working closely with developers, communicating progress with stakeholders, creating clickable prototypes, observing how users use launched features via FullStory

KEY ACHIEVEMENTS

- Repackaged publicly available USDA data within an intuitive user interface that customers report saves them 30-60 minutes a day on average. Launched in June, the ProducePay Insights Dashboard has a strong adoption rate driven by ease-of-use compared to the USDA database and boasts an NPS score of 80 (as of Oct 2019)
- Successfully redesigned key parts of customer & internal facing financial operations software (that currently handles $1B of transactions a year) by addressing specific pain points.   After implementation, internal users reported a 50% reduction of time spent on previously time consuming tasks (generating/preparing financial contracts/documentation for customers)

SENIOR UI/UX DESIGNER, FREELANCE   JAN 2014 - DEC 2018

4 YEARS EXPERIENCE AS AN INDEPENDENT DESIGN CONSULTANT working with small businesses. Created custom UI/UX design strategies and solutions based on clients' business goals and understanding of customer problems

- Project types include B2B SaaS application design, mobile app UI/UX design, UX audits, site redesigns, responsive design, brochureware, marketing collateral (print and digital), email campaigns, ADA compliance in designing for the elderly and the disabled
- Design agency experience with clients that include Paypal, Google Shopping Express, Stanford Social Innovation Review

WORK EXPERIENCE

UI/UX DESIGNER - GOOGLE

AS PART OF ARSENAL 310 | SEP 2013 - JAN 2015

RESPONSIBLE FOR UI/UX DECISIONS AND SOLUTIONS for a robust suite of web and mobile apps for Google Express

- Designed a wide range of Android applications for Google Express that involved making UI/UX solutions based on requirements from the product team and working with established Android/Google design paradigms
- Created explorations on how to promote/integrate the Google Express delivery service on partner websites - how it affected product detail pages, shopping carts, checkouts, and how to prompt for Google sign in during the process

KEY ACHIEVEMENTS

- Developed and improved custom in-app experiences for a massive and diverse number of user types in the Google Express system
- Successfully delivered 1000s of high fidelity designs on time in an iterative process for many different apps at once

UI/UX DESIGNER - PAYPAL

AS PART OF ARSENAL 310 | MAR 2014 - FEB 2015

DESIGNED AND DEVELOPED A WIDE RANGE OF NEW PRODUCTS WITH PAYPAL to match new branding and PayPal.com relaunch

- Created flows and explored scenarios for integrating the PayPal service within a partner website (i.e., transferring sales money from StubHub to PayPal), which included identifying and breaking down at least 12 different use case scenarios for mobile and desktop

KEY ACHIEVEMENTS

- Improved onboarding and money transfer interactions as part of a major redesign of the PayPal.com platform
- Successfully launched a new service where users could "gift" each other money in a themed gift card like experience. Responsible for creating an intuitive UI that could accommodate many themes each with different options for multiple breakpoints and devices

SENIOR UI DESIGNER - CBS INTERACTIVE

SAN FRANCISCO, CA   JAN 2007 - JUN 2013

6 YEARS EXPERIENCE IN VISUAL DESIGN AND PRODUCT DEVELOPMENT for a Top 500 ranked editorial website (Gamespot.com)

- Responsible for visual design for web and mobile products in the games & entertainment division of CBS Interactive
- Created high fidelity mocks, wireframes, sketches, storyboards, process flow diagrams and style guides for web and iOS applications
- Experience working closely with other designers, product managers, and engineering teams in an Agile environment

KEY ACHIEVEMENTS

- Heavily involved with 5 massive site redesigns for multiple data driven properties which included creating 1000s of design mockups
- Increased Gamespot.com registrations by 30% after launching a redesign for the sign up flow

ART DIRECTOR - FOX BROADCASTING COMPANY

LOS ANGELES, CA   APR 2005 - MAR 2006

RESPONSIBLE FOR CONCEPT, ANIMATION AND COMPLETE DESIGN of show and event websites for FOX Broadcasting Company - such as American Idol, The OC, Billboard Music Awards, and the Teen Choice Awards

- Led art direction for suite of FOX tv show websites, worked closely with copywriters, project managers, publicity department

EDUCATION AND CREDENTIALS

CALIFORNIA INSTITUTE OF THE ARTS - UI / UX DESIGN SPECIALIZATION

NOV 2020

- Visual Elements of User Interface Design
- Web Design: Strategy and Information Architecture
- UX Design Fundamentals
- Web Design: Wireframes to Prototypes

ARTCENTER COLLEGE OF DESIGN - ARTCENTER AT NIGHT

OCT 2015

- Mastering Composition and Design
- Mastering Color

UCLA - B.A. IN ECONOMICS, SPECIALIZATION IN COMPUTING

JUN 2004

- Creative Authoring in the World Wide Web
- Computer Programming (HTML CSS PHP Javascript)
- Product/Graphic Design Theory
- Two Dimensional Design

PORTFOLIO

WORK SAMPLES   stefaniew.dunked.com