




Justin Chong

Product Designer

Contact

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Education

Dartmouth College

Sept. 2020 - May 2024

B.A. in Computer Science Modified
with Human-Centered Design

GPA: 3.89

Skills

Design

UI/UX Design
Competitive Analysis
Information Architecture
User Research
Wireframing
Prototyping
Usability Testing
Design System

Tools

Figma
Sketch
Adobe InDesign
Adobe XD
Agile
Scrum

Coding

HTML
CSS
JavaScript
React.js
Python
SQL
Git

Interests

Accessibility
Ethical Design
Freestyle/Slopestyle Skiing
Raazberry (South Asian Dance)
Instagram Food Blogging

Experience

UI/UX Designer, DALI Lab

June 2022 - Present

- Collaborated in a 7-8 person Agile team of designers, developers, and a product manager to deliver innovative digital solutions for local startups in 10 weeks
- Redesigned app login and onboarding flows to improve technical feasibility for software engineers and accelerate beta launch timeline
- Streamlined goal selection by designing a card carousel that prioritizes relevant goals by integrating Apple Health data, 70+ activity preferences, and intensity tags

Product Manager, DALI Lab

Dec. 2021 - June 2022

- Led weekly meetings across 3 client teams to define product strategy, relay team updates, incorporate client feedback, and balance business needs with user needs
- Guided click tracking development on 40 metrics to collect user testing data on position bias, points of friction, and user journey success rates
- Improved sensitive medical language/content for a treatment decision aid by consulting with 15+ health services researchers and cancer patients

Partner Relations Project Manager, DALI Lab

Jan. 2022 - June 2022

- Fostered 7 new partnerships worth \$55,000 with non-profits, startups, and researchers to drive their technological strategy and product vision
- Collaborated with top management to optimize internal tools for assessing 50+ prospective clients' go-to-market strategy and technical feasibility

Projects

FitKitch, DALI Lab

June 2022 - Sept. 2022

- Redefined product vision as a community wellness app by presenting insights from competitive analysis, user interviews, and a 270+ response quantitative UX survey
- Successfully overcame timeline hurdles by accelerating design deliverables on product roadmap to ship 3 key new features in time for beta launch on TestFlight
- Created a logo and visual design system with reusable components to define brand identity and optimize cohesive marketing

Chronicle, UI/UX Design Capstone Project

May 2022 - June 2022

- Co-designed a tablet storytelling app that enables families to collaboratively narrate and illustrate digital stories to preserve precious memories
- Iterated an age-agnostic UI with colorblind accessibility and AAA-compliant tactility by conducting UX research, user interviews, and usability testing

Leadership

Staff Writer, Dartmouth Journal of Science

Jan. 2021 - Present

- Collaborated with 15+ writers and editors to integrate research findings from 80+ papers into cohesive print journal publications
- Reengineered workflow processes of a failing experimental protocol to deliver clinically significant results for publication

Diversity and Inclusion Chair, Sigma Nu

Oct. 2021 - Present

- Coordinated workshops with 3 Greek houses to address issues like sexual violence prevention, socioeconomic inclusivity, and disordered eating for 300+ members
- Served as the main point of contact for members to speak freely and anonymously about issues concerning the organization