



Darren Wong

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WORK

Interactive Designer, Inkling

March 2012 – June 2016

Design lead, inkling.com

- Designed 20+ responsive web pages for inkling.com
- Developed and maintained a style guide to keep design and development consistent
- Redesigned the customer success page, leading to a 200% increase in conversions and 46% more time spent on page
- Designed A/B tests that led to 67% more conversions on the homepage

Front-end developer, inkling.com

- Developed responsive modular patterns for entire sitemap
- Decreased site load time by 125%
- Decreased page weight by 2.5x
- Improved Google speed score
- Introduced version control, testing environment, and deployment process for new and updated code

Design lead, Inkling brand

- Tasked with leading a brand refresh and maintaining the integrity of the new brand approach
- Developed an icon library and design system for all external and internal deliverables
- Delivered cohesive campaigns for event activations, including:
 - Learning Solutions 2016: designed direct mail invitation with a 2.2x response rate
 - ATD International 2016: designed creative materials that led to a 5x increase in lead generation

Freelance Designer and Developer, Various

December 2011 – May 2016

Padhu Group

- Designed and developed one page informational site for a new VP of Marketing consultant
- Delivered style guide and branding
- Helped develop content strategy

Paradise Soccer Club

- Designed and developed 6 responsive web pages
- Integrated an Online store which increased sales revenue by 2 in the first week

Airbnb

- Designed print collateral for Airbnb events and hosts
- Created illustrations and other elements to create cohesive event branding

EDUCATION

University of San Francisco, BA Graphic Design

August 2008 – May 2012

- Dean's list
- Behance student showcase

SKILLS

- UI/UX
- Visual Design
- Branding
- Illustration
- Prototyping
- HTML, CSS, SASS
- HTML emails
- A/B testing best practices