**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 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 initial brand refresh and maintaining brand

· Developed a 200+ icon and illustration library for all external and internal deliverables

· Developed a design system for all assets including ads, HTML emails, and presentations

· Delivered cohesive campaigns for event activations including: DevLearn 2015, ATD International 2016, and Inkling Illuminate

· ATD international 2016 had 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
· Protoyping
· HTML, CSS, SASS
· HTML emails
· A/B testing best practices