http://crystalkwok.github.io   xcrystal.kwokx@gmail.com
linkedin.com/crystalkwok   626.888.9821

CRYSTAL KWOK

EDUCATION

University of California, San Diego   2011 - 2015
University of Melbourne, Australia   2013

B.S. Psychology (Cognitive & Social)   ·   Minor in Computer Science
Relevant coursework in Human Computer Interaction

EXPERIENCE

CaseStack   ·   *Product Designer (UX)*   Aug 2015 - Pres

- Discover areas for improving users' lives through interviews, observations, and usability testing
- Design and iterate on ideas and experiences to facilitate users' work patterns and goals
- Collaborate using Agile with engineers and product owners with Invision, user flows, and JIRA
- Assist to define product strategy with business teams to improve efficiency, communication, margins, accuracy, and customer satisfaction
- Safeguard over $150,000 per month with a newly designed workflow improving efficiency, communication, and transparency between departments.
- Optimize business efficiency and accuracy through easy user customization post-algorithm for truck building and shipping, saving 5 people 2-3 hours each week
- Faster processing and understanding of discrepancies with new designs

Design Lab Don Norman, Scott Klemmer, Jim Hollan   Apr 2014 - Jun 2015
Perception and Cognition Lab John Serences   ·   *Research Assistant*

- Assist in qualitative data coding for a paper submitted to CHI
- Present a poster on improving online learning and peer feedback using design and qualitative research methods with the lab and Oppia (Google affiliates)
- Assist eyetracking and EEG studies to study attention in visual perceptual learning

Learning Equality   ·   *UX Design Intern*   Jan - Jun 2015

- Design a new, time-saving experience by empowering teachers to curate their own offline educational content to their students in third world countries

UCSD Psychology, CogSci Dept   ·   *Instructional Assistant*   Sept - Jun 2015

- **Cognitive Psychology** Conduct review sessions and office hours for 200+ students
- **Cognitive Design Studio with Jim Hollan** Mentor 20+ students and oversee 5+ projects focusing on qualitative user research and design

SKILLS & TOOLS

Design & Research   Qualitative User Interview & Research, Wireframing, Prototyping, User Flows, Axure, Invision, Photoshop, Illustrator, After Effects, Sketch

Programming Java, C, C++, HTML, CSS, GDB, GVIM, Git, Visual Studio