

CARRIE RONG

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EXPERIENCE

Voyage Labs (formerly Medella Health)

Product Design Intern

SUMMER 2019

- Prototyped several interaction flows and mockup concepts, working directly with nanoengineers and manufacturers, to define navigation, infrastructure, and content for healthcare startup's point-of-care sensor and roadside drug detection platform
- Produced and iterated on service design protocols for automated blood testing device and THC saliva detector, identifying practical requirements for doctors and law enforcement officers in parallel to meeting user needs of customers
- Directed UI design and development for company rebrand from Medella Health to Voyage Labs as the sole designer, coordinating brand assets such as style guides, landing pages, product interfaces, and illustrations

PROJECTS

MAPP iOS App Design

- Crafted fluid user experiences and case study on iOS mobile app concept for visual tracking of daily user locations and activities, validating design choices through conducting usability testing across user groups and iterating on features including data visualization, maps, and location recommendations
- Presented design concept at Velocity Pitch Competition 2019, winning Best Pitch out of 12 student teams

Space Catz Browser-Based Game

- Illustrated static visual content and sprites for a browser-based game using Procreate and Illustrator, winning Warm & Fuzzy Prize at McHacks 2019

EXTRACURRICULARS

Physiology Undergraduate League of Students

Web Developer & Communications Director

SEP 2018 - PRESENT

- Spearheaded website redesign to improve information architecture and accessibility as part of elected student council, leading the growth of PULS' brand and visual identity to an audience of 500+ students
- Produced and edited photographic assets for PULS' digital presence, and organized visual content and editorial copy for events, website, and social media, developing branding guidelines used to create all assets

Medical Direction

VP Communications

SEP 2018 - APR 2019

- Created social media marketing campaigns, digital media, and copy for a pre-medical student organization that were seen by over 2.7K students, while Facebook post engagement increased by 3x over the course of the campaigns

Sequence Production Psychology Lab, McGill University

Research Assistant

JAN 2019 - APR 2019

- Designed research study to survey participants 1-on-1 regarding their musical experience and background to compare spontaneous production rates and motor tempos of musicians vs non-musicians
- Collected and analyzed data using software including MATLAB and command line interfaces

SKILLS

TOOLS

Sketch
Figma
InVision
Adobe Photoshop
Adobe Illustrator
Adobe XD
Principle

DEVELOPMENT

HTML5
CSS / SCSS
JS / React

RESEARCH & DESIGN

Prototyping
Wireframing
User Research
Usability Testing
Branding
Service Design
Graphic Design
Illustration

EDUCATION

McGill University

Bachelor of Science
Major Physiology
cGPA 3.71

2017 - 2021 (Expected)