



# ELIZABETH KONG

## Product Designer

elizabethkong.design  
hello@elizabethkong.design

## Recent Projects

### Product Designer

May - Jun 2020

*LeChef*

A recipe management app consisting of collaboration features as well as personalized elements.

- Defined product goals by developing user stories and flows
- Conducted usability and A/B testing to establish better user experience
- Established branding guidelines for product

### Product Designer/Front-End Developer

Apr - May 2020

*BusyBus*

A mobile transit app providing real-time arrival information with location map capability.

- Researched user pain points and desires to determine MVP
- Created wireframes and high-fidelity prototypes with Figma
- Translated high fidelity prototype into HTML/CSS static prototype

## Professional Experience

### Product Design Track

Dec 2019 - Present

*Thinkful* | Remote

- Learning industry best practices and design process standards focusing on UX Research, Visual Design, and Front-end development
- Created and deployed projects while learning new tools and frameworks by collaborating several hours every week with a senior product designer

### Revenue Analyst

Sep 2018 - Mar 2019

*InterContinental Grand Stanford* | Hong Kong

- Conducted extensive competitive set pricing analysis on food outlets for Food & Beverage (F&B) 2019 trend report
- Launched initiatives to set up systems for collecting relevant data to commence F&B revenue management

### Social Media Marketing Manager

Jan 2017 - Aug 2018

*Yellow Pummelo* | Hong Kong

- Coordinated with my team to design attractive, consumer/environment-friendly products and packaging
- Promoted the company's organic skincare products through various social media platforms

## Skills

### Design

UX Research & Testing  
Information Architecture  
Wireframing  
Prototyping  
Visual Design  
Brand Strategy  
Project Management

### Front-End Development

HTML5  
CSS  
Javascript  
jQuery

### Tools

Adobe Creative Cloud  
Figma  
Git/GitHub  
InVision  
Microsoft Office  
Sketch

### Languages

English  
Cantonese Chinese  
Mandarin Chinese  
Spanish

## Education

### New York University (NY)

Sep 2012 - May 2014  
M.S. in Hospitality  
Management

### Trinity College (CT)

Aug 2005 - May 2009  
B.A. in Economics //  
International Studies