



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