

ellen ong

ux researcher/designer

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experience.

Tutoria / UX Designer

May 2020 - May 2023 / Los Angeles, CA

- Developed and maintained a robust design system while adhering to industry-standard accessibility guidelines to ensure consistency.
- Collaborated closely with the CEO and project manager to gain insights into business objectives and ensure that user needs were effectively addressed.
- Iterated on wireframes and prototypes to enhance the usability and visual appeal of Tutoria's match report screen to address the needs of tutors.

USC Marshall School of Business / Human Resources Assistant

May 2021 - May 2023 / Los Angeles, CA

- Managed emails and onboarding and working status of 2,000+ student workers using Excel and Workday.
- Led a personal field study and revised SSN application instructions to eliminate confusion for workers.
- Increased customer experience by 50% by modifying the onboarding process, email templates, and filing system.

Roomi / UX Designer

August 2022 - December 2022 / Los Angeles

- Conducted 10+ qualitative interviews, affinity mapped data, and developed user flows and personas to gain deep insights into roommates' living habits.
- Advocated for users by leveraging research findings from Qualtrics surveys and A/B testing to drive design decisions.
- Created wireframes, mockups, and prototypes, encompassing the entire design journey from initial ideation to final deliverables for stakeholders.

Goodera / Market Research Intern

May 2022 - Aug 2022 / Remote

- Executed extensive competitive analysis on 15+ competitors to help stakeholders strategize the direction of the EEG program.
- Translated data-driven insights into clear visually engaging reports for Goodera's ERG management software.
- Synthesized data from 10+ employee interviews to address pain points for company DEI initiatives and goals.

USC Dornsife Social Behavior Lab / Research Assistant

Feb 2022 - Aug 2022 / Los Angeles, CA

- Conducted experiment with 120+ participants to research the effect of rewardingness of scrolling habits.
- Coded 80+ participant videos for relevant quantitative data points and conducted statistical analysis.
- Communicated R Studio results of scrolling behavior to head researchers via slide deck and statistical models.

education.

University of Southern California

Aug 2019 - Present / Los Angeles, CA

B.A., Psychology; Minors: Consumer Behavior, Mobile App Development

certifications.

LinkedIn Learning

2022 / Figma for UX Design

LinkedIn Learning

2022 / Figma Essential Training:

Collaboration

involvement.

Organizations

Alpha Phi Omega, SPEC Magazine, WorldMed @ UPC

Volunteer

32nd Street Tutor, LA Rabbit Foundation

skills.

UX Design
UX Research
User interviews
Usability testing
Prototyping
Wireframing
User Flows
Personas
Storyboarding

tools.

Figma
Qualtrics
Python
Java
HTML
CSS
Javascript
XCode/Swift
SQL

