

JENNELLE WONG

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SKILLS

ux design

Hardware UX Design
Mobile UX Design
A/B Testing
Sketch / Balsamiq
Invision / Flinto / Origami

mechanical

Design for Manufacturing (DFM)
SolidWorks
AutoDesk Inventor

development

Android / Mobile Development
REST, Graph API

PROJECTS

LÄRA

A self-study on designing and building a desk lamp using bent lamination.

ANNEX

A garage monitor with a web portal to control garage doors and provides a live-stream feed.

Featured Instructable and more at:
<http://jennellew.com/annex>

EDUCATION

**BASc - Honours
Mechatronics Engineering
(Co-op)**

University of Waterloo
2010-2015

ABOUT ME

I love to build, tinker and prototype. I specialize in crafting clean, thoughtful and seamless experiences for IoT and consumer products.

I'm a bit of a fixer who has worked all over the product and dev stack. In my spare time, I like to design, share and 3-D print my own knick-knacks on Thingiverse.

EXPERIENCE

HEAD PRODUCT UX DESIGNER + MOBILE LEAD

Nanoleaf | Toronto, Ontario + Shenzhen, China | Feb 2017 - Present

- Spearheaded major app redesign, leading to highest-rated app in OEM smartlight category (iOS 3.0 to 4.5★, Android 2.8 to 3.8★)
- Drove product R&D, to deliver alpha units for CES 2019 unveiling as newest addition to company's \$20M product line
- Designed patent-pending hardware to expand into B2B and commercial revenue stream
- Shipped production-quality code, managed day-to-day mobile development and product UX duties

ANDROID DEVELOPER (CO-OP)

Wattpad | Toronto, Ontario | Sept 2014 - Dec 2014

- Released new features and fixes to Wattpad's 17+ million Android users (rated 4.5 ★)
- Lead Android cross-device benchmarking, identifying areas of improvement for EOQ development roadmap
- Minimized follow-up to user-reported bugs through redesigned low-resource async logger

SOFTWARE ENGINEER INTERN (ANDROID)

if(we) - formerly Tagged | San Francisco, California | Sept 2013 - Dec 2013

- Delivered EOQ revenue goal of \$500k by increasing mobile site ad exposure by 7x
- Wrote and shipped production-grade features and patches to 7+ million browser user, 1.2 million+ active Android users (rated 4.1 ★)
- Developed Tagged Tag to gamify social networking during quarterly hackathon

MOBILE PAYMENTS SOFTWARE ENGINEER INTERN

Visa Inc. | Foster City, California | Jan 2013 - Apr 2013

- Identified strategies for merchant marketing in mobile payment landscape, prototyped two features for Visa payWave Mobile
- Performed usability testing and maintained quality control of prototype prior to Mobile World Congress 2013 debut
- Interfaced smartcard + NFC technologies in partnership with Samsung to accelerate global availability of mobile payment

JR. PRODUCT MANAGER / UX DESIGNER (CO-OP)

Communitech | Kitchener, Ontario | May 2012 - Aug 2012

- Refined concepts for web and mobile ventures for SMEs and first-time entrepreneurs
- Established clean workflows and intuitive UX through interactive mockups
- Generated technical documentation for clients to engage investors + 3rd-party development agencies