Jocelyn Wong

Lead product designer

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(408) 839-7887

Portfolio

Password: 2024

Experience

Atlassian, *April 2024 – Present*

Lead Product Designer, Atlassian Design System

- Led the systemic rollout of Dark Mode across multiple Atlassian products including Jira, Confluence, Trello, Atlas, and Bitbucket. This fulfilled the #1 customer-requested feature for Jira and #3 for Confluence.
- Conceptualized, defined, and delivered Atlassian Design System's first version of a custom theming solution, which paves the way for customers to apply their own branding across all Atlassian products.
- Collaborated cross-functionally with engineers, designers, managers, and PgMs to define strategies, release plans, scope, and sequencing for key design system capabilities such as color and icon. These efforts created the necessary clarity in ambiguous situations.
- Co-led quarterly and sprint planning with the engineering lead for a team of 12 (including 4 designers). Prioritized tasks, managed workload, and tracked progress to ensure continuous alignment with strategic goals and timely delivery.
- Mentored and guided designers across Atlassian teams to apply design and systems thinking. Helped designers strategically leverage the Atlassian Design System. This fostered best practices and ensured consistent implementation of design standards.

Atlassian, *Jul 2020 – April 2024*

Senior Product Designer, Atlassian Design System

- Revamped the Atlassian Design System's color and elevation system to enable dark mode, enhance accessibility, and improve overall usability. The new color system achieved widespread adoption across Atlassian products, many exceeding 95% adoption.
- Wrote and published the first token documentation onto atlassian.design, empowering teams to self-serve information and accelerate migration to tokens.
- Co-developed the Atlassian Design System's values and principles, which has been used to guide and align decisions across the team.
- Managed and maintained Figma libraries so that Atlassian designers can create more consistently and efficiently.

23andMe, *May 2019 – Jun 2020*

Senior Product Designer, Growth

- Led the design for growth initiatives such as funnel optimizations and kit upgrades, which drove engagement and revenue growth.
- Delivered significant, company-wide initiatives under tight time-frames, including launching a new subscription service.
- Led 23andMe's design system initiatives. Advocated benefits to leadership and teams and coordinating improvements across web, iOS, and Android. Managed the creation of new components, style updates, and documentation in Figma.
- Championed accessibility improvements across Figma and code, which enhanced visual accessibility for links, buttons, and form components.

Skills

Product design

Design systems

Systems thinking

UI/UX design

Interaction design

Visual design

Mobile

Web

Illustration

Branding

Education

California Polytechnic State University, San Luis Obispo
BFA Candidate: Department of Art & Design Graphic Design concentration
Graduated: *June 2012*

Quote of the day

There are no separate systems. The world is a continuum. Where to draw a boundary around a system depends on the purpose of the discussion.
- Donella Meadows, Thinking in Systems

References available upon request.

Udacity, *Aug 2016 – May 2019*
Product Designer

- Designed and shipped multiple consumer-facing products and admin tools from idea to launch, which formed the student help and community ecosystem. Students with access to Student Hub (Udacity's student and mentor chat platform) were able to complete projects 20% faster.
- Partnered closely with cross-functional team members such as designers, researchers, product managers, and developers at all stages of the process to brainstorm, research, collaborate, exchange feedback, and ship products. Advocated for products that were user-centered, on schedule, scalable, on brand, and high quality.
- Defined, designed, and documented new UI components for Udacity's design system with design system engineers and designers.
- Crafted products and features for desktop, mobile web, iOS, and Android to ensure products were accessible to all students.
- Refreshed legacy pages on website to reflect 2016 rebrand.
- Designed landing pages and marketing campaigns that announced Nanodegree launches, product launches, special promotions, scholarship competitions.

Fingerprint Play, *Sep 2012 – May 2016*
Product Designer

- Launched end-to-end solutions for B2B2C mobile content platforms that helped companies provide an edutainment service for kids and parents .
- Partnered closely with cross-functional team members such as product managers, engineers, content curators, and designers to build polished, consistent products that provided delightful experiences kids would love and understand and parents would trust.
- Created working prototypes and participated in user testing sessions to ensure the products represented the views and needs of both kids and parents.
- Worked quickly and efficiently in a fast-paced environment.

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