

Jocelyn Wong

Product Designer

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EXPERIENCE

Udacity, *August 2016–Present*

Product Designer

- Shipped consumer-facing products and admin tools from idea to launch and beyond that formed the student help and community ecosystem. Students were able to complete projects 20% faster
- Partnered closely with cross-functional team members like designers, researchers, product managers, and developers at all stages of the process to brainstorm, research, collaborate, and ship products that were user-centered, on time, and high quality
- Defined new components and documented guidelines for Udacity's design system with design system engineers and designers
- Shipped products and features for desktop, mobile web, iOS, and Android to ensure products were fully accessible to our students
- Designed landing pages and marketing campaigns that announced special promotions and scholarship competitions

Fingerprint Play, *September 2012–May 2016*

Designer

- Shipped end-to-end solutions for B2B2C mobile content platforms including Highlights Every Day, Samsung Kids, and Sylvan Play that helped companies provide an edutainment service for kids and parents
- Partnered closely with cross-functional team members like product managers, engineers, content curators, and designers to build polished, consistent products that provided delightful experiences kids would love and understand and parents would feel safe with
- 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

Associated Students Inc., *September 2011–June 2012*

Graphic Designer

- Designed collateral surrounding the new business identity for Associated Students, Inc. (ASI) with a team of 3 other designers
- Created collateral materials (brochures, maps, cards, posters, wayfinding signage) necessary for a smooth opening of the newly remodeled Recreation Center
- Designed posters and other collateral pieces to promote school and community events and concerts

EDUCATION

California Polytechnic State University, San Luis Obispo

BFA Candidate: Department of Art & Design Graphic

Design concentration

Graduated: *June 2012*

SKILLS

Fields

UI/UX design, interaction design, visual design, mobile, web, learning products, illustration, branding

Software

Sketch, Principle, Invision, Photoshop, Illustrator, InDesign, After Effects, Keynote

Web

HTML, CSS

Print

Business cards, flyers, postcards, brochures, posters, signs

References available upon request.