

Kent Situ

kentsitu.com
hello@kentsitu.com

Education

UC San Diego
BS in Psychology
Minor in Business

Skills

Wireframing
Prototyping
User Research
User Interviews
Interaction Design
Visual Design
Usability Testing
Product Strategy
Copywriting
A/B Testing
Video Editing

Tools

Figma
Adobe XD
Illustrator
Photoshop
After Effects
Premiere Pro
HTML & CSS
Tailwind CSS
Typescript
Next/React.js

Experience

Search Party • Founding Product Designer & Engineer

Oct 2023 – Present • San Francisco, CA (Remote)

Design, develop and launch features from the ground up for Workmaps, an innovative job board with map integration. Conduct A/B testing to refine features, optimize user experience and drive revenue growth.

Freelance • Product Designer

Nov 2019 – Present

Collaborate with early-stage startups to take their conceptual ideas and define them into user experiences. Research, wireframe, prototype, test, refine designs and present deliverables to stakeholders.

Catalist • Cofounder & Product Designer

Jun 2020 – Jun 2021

Cofounded and led the design of a social utility app with a team of three. Researched competitor products, created prototypes, and implemented designs with team. After two months, achieved DAU/WAU ratio of 42.9%.

Better Ads • Visual Designer

Sep 2018 – Oct 2019

Developed Shopify stores, product pages and click-funnels. Designed branding and advertising materials. Optimized customer engagement with A/B testing, increased traffic by 45% and conversion rates by 10%

Better Ads • Marketing Designer

Jan 2017 – Sep 2018

Crafted and optimized ad creatives and landing pages to improve CTR by 15%. Tested hundreds of new e-commerce products with media buyers. Developed comprehensive onboarding program for new hires.

Projects

Roast or Toast

Designing and building a responsive social feedback web app from zero to one. Build uses Next.js, Tailwind CSS, Typescript, and Firebase.

Portfolio Website

Redesigned and built a responsive portfolio website using Next.js, Tailwind CSS, Typescript, and Contentlayer.