Kristine Chong

User Experience Designer

Los Angeles, CA

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⊙ SUMMARY

UX/UI Designer with a background in business advocacy and customer service. Diversity of work experiences include working with businesses and stakeholders on the community level as well as collaborating with teams in sales/marketing, events, retail management, and property management. Empathizes with the needs and goals of both users and businesses and recognizes the power of technology to bring the two together.

SKILLS

Tools
- Adobe XD
- InVision
- Microsoft Office
- Sketch

Design
- Style Guides
- Information Architecture
- Responsive Web Design
- Storyboarding
- Wireframing
- Prototyping

Research
- Competitor Analysis
- Customer Journey Mapping
- Interviews/Surveys
- Personas
- User Flows
- Usability Testing
- Affinity Diagrams

Code
- HTML
- CSS
- Bootstrap

EDUCATION

UCLA Extension
UX/UI BOOT CAMP
Certificate | Los Angeles, CA

Occidental College
FILM & MEDIA STUDIES
Bachelor of Arts Degree | Los Angeles, CA

EXPERIENCE

May 2015 - Dec. 2017
MARKETING COORDINATOR
Hollywood Chamber of Commerce | Hollywood, CA

- Managed all aspects of monthly business mixers: designed flyers, sent invitations, managed reservations/guest lists, facilitated optimal networking experiences
- Managed the Hollywood Hot Deals discount program: designed web banners & organized submissions
- Simplified the guest registration experience for events by applying rules of consistency & minimalism
- Coordinated fundraisers for the Community Foundation which raised $70,000+ annually for local non-profits

Dec. 2012 - Dec. 2013
ASSISTANT MANAGER
Gilly Hicks | Glendale, CA

- Managed a high volume store that grossed $3.3 million/yr with 80 part-time associates
- Demonstrated product knowledge & brand awareness
- Maintained high company standards for visual presentations & in-store experiences
- Recruited, trained, & supervised new sales associates

CASE STUDIES

LOS ANGELES HOMELESS SERVICES AUTHORITY
WEBSITE REDESIGN | UX DESIGNER

- Collaborated with UX/UI students to develop a user-friendly web experience for users interested in volunteering for the Greater Los Angeles Homeless Count
- Conducted user research & interviewed client to understand problem space
- Synthesized feedback to generate insights & clear, user-centered design solutions
- Redesigned information architecture & content structure

U.S. DEPARTMENT OF AGRICULTURE
WEBSITE REDESIGN | UI DESIGNER

- Redesigned brand style guide for a government agency applying principles of visual design to color palette, typography, & iconography
- Redesigned sitemap & content structure using Sketch
- Created low-to-high fidelity responsive prototypes using Adobe XD
- Conducted A/B usability testing on responsive menu navigation using InVision