

Rebecca Chong

UX Designer

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With a diverse background in HR, Data Analytics, and Project Management, I possess a skill set ideal for understanding user needs, leveraging data to optimize designs, and effectively managing projects from end-to-end.

Skills

- Figma
- Adobe Creative Suite (XD & Photoshop)
- User Research Methodologies (Structured/Unstructured Interviews, Usability Testing, Surveys)
- Project and Stakeholder Management
- Data Analysis and Visualization (Excel, Tableau, SQL)
- Web Development (HTML, CSS, JavaScript)

Education

Google UX Design Professional Certificate

March 2023

Simon Fraser University

August 2018

BBA with Distinction in Human Resources Management & Management Information Systems

GPA 3.96

UX Projects

Ripple and Surge • Freelance UX Designer

June 2023 - August 2023

- Performed design audits on the company's existing website to identify accessibility and usability concerns
- Conducted competitor analyses to understand UX patterns and design trends within the fitness industry
- Led a redesign initiative to refine branding and improve WCAG compliance, increasing average monthly site traffic from 0 to 30 visitors

Pivot • Mobile App Concept

January 2023 - April 2023

- Designed a mobile app that provides career changers with the knowledge needed to make informed career decisions
- Employed generative and evaluative research methods to identify user pain points and inform design efforts
- Designed and prototyped 8 user flows using Figma
- Conducted usability tests to gather user feedback, culminating in 2 additional design iterations that resulted in an overall SUS score of 98%

Professional Experience

TELUS Communications Inc. • Business Systems Analyst

December 2020 - August 2022

- Generated \$1.4M in annual savings by owning the execution of training and Go Live support to align team members to newly standardized systems and processes
- Created the change management strategy, messaging and deployment plan for communications to 50K+ customers and 250+ TELUS employees
- Built data visualizations and reports using Tableau and Excel to inform key strategic decisions and track project metrics

Samsung Electronics • Human Resources Coordinator

June 2019 - October 2020

- Established and chaired a national Health and Safety program by overseeing change management efforts, communications, and process compliance across 4 offices
- Spearheaded a cross-departmental Social Committee, successfully organizing 37 corporate events on time, under budget, and within scope