

Rebecca Chong

Product Designer

 rebecca.a.chong@gmail.com
 +1 604-446-7339
 rebecca-a-chong.com
 linkedin.com/in/beccachong

With a multi-disciplinary background in UX Design, Project Management, and Data Analytics, 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)
- Design (Personas, Journey Maps, Process Flows, Wireframes, Prototypes)
- User Research (Structured/Unstructured Interviews, Usability Testing, Surveys)
- Web Development (HTML, CSS, JavaScript, GitHub)
- Project and Stakeholder Management

Education

Google UX Design Professional Certificate

Simon Fraser University

BBA with Distinction in Management Information Systems & Human Resources Management

GPA 3.96

Selected Experience

Ripple and Surge • Freelance Designer

June 2023 - August 2023

- Led a responsive redesign initiative to refine usability, branding, and WCAG compliance
- Performed design audits and usability tests with the target audience to identify usability and accessibility concerns
- Conducted competitor analyses to understand UX patterns and design trends within the fitness industry
- Presented recommendations and implemented effective design solutions that increased average monthly site traffic

TELUS Communications Inc. • Business Systems Analyst

December 2020 - August 2022

- Successfully managed national projects across 12 departments, generating \$1.4M in annual savings
- Created the change management strategy, messaging and deployment plan for communications to 64K+ customers and 250+ TELUS employees
- Crafted tailored presentations to communicate project status and obtain buy-in from senior executives
- Built data visualizations and reports using Tableau, Excel, and SQL to inform key strategic decisions and track project metrics

Projects

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
- Synthesized research findings into personas and journey maps to define user pain points and goals and inform design efforts
- Prototyped 8 high-fidelity user flows using Figma
- Conducted usability tests to gather feedback, culminating in 2 additional design iterations that resulted in an overall System Usability Scale score of 98%