

# Fiona Wong

UI / UX Designer

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## EXPERIENCE

### Associate UX Designer - IBM

Mar 2022 - Present

Applying human-centered design principles to design impactful user experiences.

### UI/UX Design Intern - OmniSync

Dec 2021 - Feb 2022

Led design & strategy for 8 projects at early-stage startup, including pricing, landing pages, & redesigning key features for flagship product, TurboSBIR, for 1500+ unique users every month.

### UX Designer / Developer Intern - NPR

Jun 2021 - Aug 2021

Spearheaded NPR Distribution website redesign to market services to stations & producers, & developed new website on Webflow which launched in Q1 2022 to 500+ monthly users.

### Product Designer - Design Co: Level Up Fellowship

Jun 2020 - Sep 2020

Expanded Yelp appointment feature to streamline process of booking at store & at home appointments, & featured gift cards to increase businesses' cash flow during COVID-19.

### UX Design Intern - Dexcom

Jun 2020 - Aug 2020

Redesigned Dexcom Follow app for parents monitoring their children with diabetes, resulting in overwhelmingly positive sentiment from 100% of users tested & Dexcom stakeholders.

### Web Designer / Developer - PrecisePK

Oct 2019 - May 2020

Collaborated with product designers on design overhaul of website to improve brand identity for healthcare company using Webflow.

## EDUCATION

### University of California San Diego

Sep 2016 - Mar 2020

B.S. Cognitive Science, focus in Human-Computer Interaction  
Minor in Psychology

## VOLUNTEER

### UNICEF

Nov 2021 - Feb 2022

Designed new mental health app for youth & counselors.

### Justice Cream

Apr 2021 - Jun 2021

Designed new e-commerce site for mutual aid ice cream shop.

### One Community

Jan 2021 - Apr 2021

Redesigned nonprofit's website to build trust in their brand.

## SKILLS

### Tools

Figma, Miro, Marvel, Webflow

### Design

User Research, Personas, Storyboards, User Flows, Competitive Analysis, Information Architecture, Wireframing, Prototyping, Usability Testing, QA Testing

### Development

HTML, CSS, Bootstrap, GitHub