

Jocelyn Wong

Senior Product Designer

jocelyn.sl.wong@gmail.com

www.jocelyn-wong.com

EXPERIENCE

23andMe, *August 2016 – Jun 2020*

Senior Product Designer

- Led the design for growth initiatives such as funnel improvements, kit upgrades, and subscriptions
- Shipped significant, company-wide initiatives under tight time-frames, including launching a new subscription service. Delegated work when necessary to ensure all tasks were completed on time
- Led 23andMe's design system design efforts and evangelized benefits to leadership and teams to gain buy-in and adoption. Coordinated with designers and developers across web, iOS, and Android to identify opportunities for improvements, create new styles and components, document changes, and update Figma libraries
- Participated in company-wide push to make the products and design system accessible. Delivered visual accessibility improvements for links, buttons, and form components

Udacity, *August 2016 – May 2019*

Product Designer

- Designed and shipped multiple consumer-facing products and admin tools from idea to launch, which formed the student help and community ecosystem. Students with access to Student Hub (Udacity's student and mentor chat platform) were able to complete projects 20% faster
- Partnered closely with cross-functional team members such as designers, researchers, product managers, and developers at all stages of the process and advocated for products that were user-centered, on schedule, scalable, on brand, and high quality
- Defined, designed, and documented new UI components for Udacity's design system with design system engineers and designers
- Refreshed legacy pages on website to reflect 2016 rebrand

Fingerprint Play, *September 2012 – May 2016*

Product Designer

- Shipped end-to-end solutions for B2B2C mobile content platforms that helped companies provide a kid's edutainment service for their customers
- Partnered closely with cross-functional team members such as product managers, engineers, content curators, and designers to build polished, consistent products that provided delightful experiences kids would love and parents would trust
- Created clickable prototypes and participated in user testing sessions to ensure the products represented the views and needs of both kids and parents
- Worked quickly and efficiently in a fast-paced environment

EDUCATION

California Polytechnic State University, San Luis Obispo
BFA Candidate: Department of Art & Design Graphic Design concentration
Graduated: *June 2012*

SKILLS

Design systems, UI/UX design, interaction design, visual design, mobile, web, illustration, branding

References available upon request.