VIVIAN KWOK

Senior Product Designer

SUMMARY

○ Design professional with 5+ years of experience in product, UX/UI, and research

○ Experience with Growth, directly impacting key business metrics under tight deadlines and upholding good user experience

○ Passionate about helping businesses and teams meet their goals by devising strategy and aligning teams to the vision

○ Successful as individual contributor and as a member of cross-functional teams

SENIOR PRODUCT DESIGNER

SURVEYMONKEY • SEPT 2017 – JAN 2021

○ Design lead that supports both the Growth and Billing teams at SurveyMonkey.

○ Work with multiple stakeholders to execute and deliver customer solutions across the product, including improvements to the Try before you buy experience, checkout & pricing experience, and survey creation experience.

○ Run experiments to optimize various parts of the product to move key metrics, heavily focusing on conversion and engagement metrics.

WEB DESIGNER – FREELANCE

GREENRIVER FINANCIAL SERVICES • MAY 2017– OCT 2017

○ Redesigned brand logo and provided illustrations for the website
○ Worked with the owner to redesign the homepage, strategically surfacing richer content to tell the Green River Financial story.

UX/UI DESIGNER

IXONOS USA • AUG 2014 – OCT 2016

○ Responsible for research, wireframes, concept work, information architecture, prototype mockups, asset creation and management, guideline specifications, style guides, and QA.

○ Led the redesign of Aljazeera America News mobile application including updates to the UI, UX, and visual elements to create an in-depth connection and easily consumable articles for its audience.

○ Worked in collaboration to build a voice-focused driving mobile application for TCL Research America, with heavy research on integrating multiple features with the navigation system and participating in rounds of user testing.

TEAM LEAD AND 3D MODELING TECHNICIAN

ANATOMAGE • SEPT 2012 – FEB 2014

○ Modeled, planned, and created process manuals for surgical guide devices for the dental industry. Managed software team ensuring quality and production.

CONTACT

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📍 San Mateo, CA USA

EDUCATION

Bachelor of Architecture
California College of the Arts
2011

Associate Degree, Fine Arts
City College of San Francisco
2003-2005

SKILLS

Design strategy
UX /UI design
User research
Wireframes
User flows
Competitive analysis
Visual design
Information architecture
Prototyping
Desktop & mobile design

TOOL BOX

Sketch app
Figma
Invision
Adobe Suite
Keynote
Principle Prototyping
Abstract