Janine Kong

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Experience

Konfolio San Francisco, CA
Lead Product Designer Nov 2025 – Current

- Designed the full B2B web platform and website from 0 to 1 and oversaw design system, user flows, and hand-off for a unified and full overview of visual consistency, user navigation, and system design
- Assessed and validated user pain points by conducting user interviews with 5 target audiences to bring insight in work process, higher logistics, and audience sensitivity, contributing to product growth and feature design

Snap Inc. Davis, CA
Design Associate – via CodeLab Apr 2025 – Jun 2025

- Accelerated AR lens development and reducing iteration cycles by 12% by providing additional graphic variants, supplying examples of concept, and simplifying the logistics of the development process
- Expanded audience reach and engagement by encouraging authenticity in user-submitted images

UniPath Davis, CA
Lead Product Designer Oct 2024 – Jun 2025

- Prioritized user research insights to leverage product impact and achieved Top 2 for Best Overall Design in Davis Design Fest, surpassing 30+ submissions and 120+ product designers
- Redefined student research practices in college clubs by analyzing the user journey and conducting quantitative and qualitative user research on efficiency and reliability in gathering information in 4 platforms

Tanbii Remote
Product Design Intern Jun 2024 – Sep 2024

- Presented user research insights, practical solutions, and design proposals to 2 founders and 4 directors with approved implementation of 2 features contributing to improved sales and marketing strategies
- Analyzed 4 business objectives, implemented 2 strategic design decisions, addressed 5 usability pain points, and developed 11 high-fidelity, user-centered interfaces consistent with the product's existing branding

Optiwize.ai Davis, CA
Product Designer – via CodeLab Jan 2024 – Jun 2024

- Designed the MVP of an e-commerce web product that brings B2B conversations and B2C transparency by bringing input from 3 company representatives about company journey, business model, and public relations
- Overcame development constraints and implemented stakeholders' feedback by reformulating product strategy and compromising with developers and stakeholders to meet product goals within the time constraint

Design Interactive Davis, CA
Associate Designer Oct 2023 – Jan 2024

- Designed an app based on a survey of 105 responses and 19 user interviews, ideated 2 primary solutions in contrast to social media giants, and synthesized feedback from 6 usability testers
- A/B testing showed an increase of the product's usability by 11% and enhanced visual experience by 36%

Education

University of California: Davis Davis, CA
B.A. Design Major, Psychology Minor June 2025

- 3.89; Dean's Honor List in courses focusing on graphic design, interaction design, and psychology research

Tools & Skills

Technical: Figma (advanced), Adobe Illustrator & Adobe Photoshop (intermediate), HTML / CSS / JS (intermediate)
Practical: User Research, Usability Testing, Prototyping, Visual Design, Visual Consistency, Information Architecture