

## Janine Kong

San Francisco, CA • janinekong.uxui@gmail.com • (415)866-9168 • [linkedin.com/in/janine-kong](https://www.linkedin.com/in/janine-kong) • [janinekong.com](https://janinekong.com)

### 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 10 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** April 2025 – June 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
- Game Development & Arts Club** Davis, CA  
**Web UI/UX Designer** Sept. 2024 – June 2025
- Designed to resolve 2 major user struggles to increase user acquisition by defining key concepts, writing effective copyright and UX writing, and creating modern visual designs reflecting branding and mission
  - Revamped website to extend engagement and deepen understanding in the least amount of time by using visual communication, organized and limited documentation, and clear signs of navigation
- Tanbii: Eco Game** Remote  
**Product Design Intern** June 2024 – Sept. 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
- LingoHero** Remote  
**Creative Lead & Product Manager** June 2024 – Sept. 2024
- Led product development, provided creative direction, strengthened team organization, and ensured consistency and quality over 13 weeks by arranging weekly meetings and maintaining active communication
  - Facilitated communication between 4 teams: artists, designers, content & narrative, and software engineers
- Optiwise.ai** Davis, CA  
**Product Designer – via CodeLab** Jan. 2024 – June 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

### 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