Janine Kong

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

Education

University of California: Davis Davis, CA
B.A. Design Major; Psychology Minor Expected Graduation – June 2025
- Dean's Honor List for courses focusing on interaction design, graphic design, and psychology research

Experience

Game Development & Arts Club Davis, CA
Web UI/UX Designer Sept. 2024 – Present
- 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: EcoGame Remote
UI/UX Design Intern June 2024 – Sept. 2024
- 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
- Presented user research insights, practical solutions, and design proposals to 2 founders and 4 directors

Optiwise – via CodeLab Davis, CA
Web UI/UX Designer Jan. 2024 – June 2024
- Conducted comprehensive analysis of client values and user preferences through 5 types of sources, including media, product reviews, expert interviews, and personal qualitative and quantitative research
- Collaborated with 2 clients, a manager, 2 designers, and 6 software engineers to produce a human-centered web product and formulated design strategies incorporating engineer constraints and client preferences

Individual Project – Twisting Wonderland Remote
Game UI/UX Designer Oct. 2022 – Jan. 2023
- Conducted user testing to assess for visual consistency, efficient structure, usability, and feasibility which achieved an increased rating of 22% in usability experience and 29% in user engagement
- Mastered prototyping, from micro-interactions to complex layered interactions reflecting the final product

Leadership & Activities

CS Tutoring @ UC Davis Davis, CA
Vice President of Design Apr. 2024 – Present
- Collaborated with the Logistics and Marketing teams to create communicative and representational branding and visual experience in events and activities attended by 600+ students, faculty members, and alumni
- The redesigned website improved accessibility by 32% and increased engagement by 74%, featuring revamped branding that reflects the latest design trends in software and technology

LingoHero Remote
Creative Lead 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

Tools & Skills

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