

## Janine Kong

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### Education

#### University of California: Davis

Davis, CA

B.A. Design Major, Psychology Minor

Expected Graduation – June 2025

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

### Experience

#### UniPath

Davis, CA

#### Lead Product Designer

Oct. 2024 – Present

- 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

#### UI/UX 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 1 external feature and 1 major feature, impacting 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

#### Optiwise – via CodeLab

Davis, CA

#### Product 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 developers to produce a human-centered web product and formulated design strategies incorporating developer constraints and client preferences

#### 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
- Personal revision increased the product's usability by 11% and enhanced visual experience by 36%

### Leadership & Activities

#### CS Tutoring Club at UC Davis

Davis, CA

#### Founding, 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 800+ students, faculty members, and alumni
- The redesigned website improved accessibility by 32% and increased engagement by 74%, featuring a revamped branding that reflects the latest design trends in software and technology

#### CodeLab

Davis, CA

#### Design Education Lead

Jan. 2024 – Present

- Mentored 11 designers by providing project feedback, insights, and Figma support to increase productivity
- Led and coordinated design workshops for 30+ designers, 130+ developers, and 10+ project managers

### 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