JONKUANG

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EXPERIENCE

UX Designer

WatchBox

2022 - Present

Led and executed end-to-end design process for eComm web and app. Translated business requirements into research and design objectives. Introduced qualitative research methods. Presented and rationalized variation of designs through mockups and prototypes. Collaborated closely with Product, Dev, and C-suite. Increased app onboarding completion rate by 42%, resulted in projected revenue increase of $2 million.

Senior Product Designer

CarParts.com, Inc. (NASDAQ: PRTS)

2019 - 2022

Managed all stages of design lifecycle with an internationally distributed team. Optimized mobile-first e-commerce UX for primary customer touch points. Conducted and analyzed all qualitative and quantitative user research studies. Spearheaded the design of component libraries via Figma and Storybook. Increased overall conversion rate from 2.7% to 4.5%.

Lead UI/UX Designer

Spotlight Media Labs

2018 - 2019

Researched major pain-points faced by diverse array of users. Collaborated with senior management and engineers to design easy, pleasant news-reading experiences that put the readers first.

EDUCATION

Certificate - UX Academy

Designlab - trydesignlab.com/ux-academy/

2017 - 2018

B.A., Business Administration - Marketing

University of California, Irvine

2008 - 2012

SKILLS

Concept Sketches

Rapid Wireframing

Lo-fi & Hi-fi Prototyping

Style Guides

Component Library

Affinity Mapping

Persona Development

Information Architecture

Contextual Inquiry

A/B Testing

Usability Testing

Web Analytics

Project Management

Bilingual in Mandarin

TOOLS

Figma

Figjam

Sketch

Abstract

Balsamiq

UserZoom

Quantum Metric

Marvel

InVision

Principle

Zeplin

Photoshop

Illustrator

Excel

Word

PowerPoint