ROBIN ONG

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Dedicated UX/UI designer with a deep understanding of user-centric design, passion for creativity and continuous improvement. Successful projects include OpenKnect's website and management systems. Proactive team player that's also goal oriented.

TECHNICAL SKILLS

UX | UI Skills: Accessibility, Agile, Affinity Mapping, Atomic Design Methodology, Card Sorting, Competitive & Comparative Analysis, Design System, Heuristic Evaluation, Information Architect, Interviewing, Iterated Sketches, Journey Mapping, Personas, Rapid Ideation and Prototyping, SEO, Survey Creation, Usability Testing, User Flows | Interviews | Research, Wireframing.
Software & Design: Canva, Figma, Google Analytics & Optimize, Jira, Maze, Microsoft, Miro, Optimal Workshop, Trello, Wix

EXPERIENCE

OpenKnect – Project Manager | Lead UX researcher | UI designer
   Internal System Web App – SaaS product　　　　　　　　　　　　　Remote, *07/2023 - Present*
- Led the UI team in designing an internal management system servicing a job application platform
- Designed management, analytics, communication, scheduling, and team performance evaluation features for 3 different recruiting roles (manager, job poster, recruiter)
- Streamlined the job creation, job posting, candidate review, application outreach, and government submission processes
- Developed and managed a detailed project plan to ensure smooth progression and timely completion within 2 months
- Collaborated with developers to implement the designs; consistently facilitated seamless deployment of the web app

   Government Job Recruitment Web App　　　　　　　　　　　　　　Remote, *04/2023 - 06/2023*
- Collaborated with stakeholders to develop a comprehensive web app enabling candidates to search, apply for jobs, check status
- Created company style guide, responsive design, and UI components following Google Material 3 and WCAG 2.0 standard
- Evaluated the existing website, conducted user research to understand unmet user needs and set user goals in the government job search and application process; conducted usability testing & iterated design to enhance prototype's user experience
- Implemented Responsive Web Design across 3 types of devices (desktop, tablet, mobile) using percentage-based width formula
- Leveraged the open-source UI software development framework, Flutter to help develop token system to streamline UI system
- Implemented Google Analytics for web action analysis and Google Optimize for A/B testing; collaborated with the marketing and business teams to drive data-informed decision making and future planning

TalkThru, UX researcher | Lead UI designer　　　　　　　　　　　　　Remote, *02/2023 - 03/2023*
- Conducted 12 user interviews and analyzed data, identified mentor/mentee app pain points & enhanced the UX research process
- Developed a style guide to streamline workflows and enhance consistency for a cohesive end-product
- Rendered the platform more accessible to users with disabilities using WCAG 2.0 and Section 508 accessibility guidelines

Bibti, Lead UX researcher | UI designer　　　　　　　　　　　　　　Remote, *12/2022 - 01/2023*
- Helped the Bibti startup team create a community-building & transportation safety planning app for professional women
- Led a user research team of 4 to create interview questions, conduct surveys, and implement user interviews
- Discovered that other potential markets such as students & non-professional women are also interested in the app
- Suggested adding multiple languages to expand this product worldwide; compared 8 different apps to propose new features
- Create a high-fidelity prototype with required features by using Figma; created a final presentation on the product on Canva

California State University Northridge, Undergraduate Research Assistant　　Northridge, *CA, 8/2021 - 6/2022*
- Searched for literature pertinent to kombucha research for new recipes or techniques to use in the laboratory
- CSUNPosium 2022 student showcase, undergraduate winner - proposal stage of Valorization of carrot pomace via fermentation

Southern California Food Industry Conference, Website Designer, link　　　Remote, *11/2020 - 3/2022*
- Cooperated closely with the conference organizing committee to handle and organize the website information.
- Utilized Wix CMS to create website with tailored tone and style to engage specific audiences such as senior adults
- Decreased bounce rate to 50%; developed content to appeal to website visitors and motivate them to take desired action

Fresh & Ready Foods, Quality Assurance Internship　　　　　　　　San Fernando, *CA, 09/2021 - 12/2021*
- Performed analytical tests, inspections; monitored incoming raw materials/finished goods for specification compliance
- Implement and manage Random Microbiological testing on equipment and product

EDUCATION

General Assembly, UX designer immersive　　　　　　　　　　　　*Remote, Certificate: 01/2023*
California State University, Northridge – Bachelor of science, Food Science　　*Northridge, CA, Graduated: 05/2022*
Summa cum Laude, GPA 4.0