Janel Wong
Product designer

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917-518-9297

SKILLS

Design tools

Figma, Sketch, AfterEffects, Protopie, Axure, Principle Adobe Creative Suite, Miro

Industry knowledge

Usability testing
Heuristic evaluation
Wireframing
Competitive analysis
Design sprint facilitation

Programming

HTML/ CSS

EDUCATION

MFA Interaction Design

School Of Visual Art
2016 - 2018, New York

BA Hons Industrial Product Design

Hong Kong Polytechnic University
2009 - 2011, Hong Kong

AWARDS

1st Place - Global Intern Hackathon

Amazon 2017, International

2nd Place - Student Design Challenge

IxDA 2017, New York

EXPERIENCE

Senior Product Designer, App Experience
Smartsheet · 2021 Aug - Present · Seattle, WA

Lead designer of Action View - a feature that converts sheet data into a task tracking app with a customizable layout.

Facilitated weekly syncs with the product manager, UX researcher and engineers to review design, align on design decisions and discuss outstanding questions to build cohesion and transparency.

Collaborated with product manager on sprint planning and recommended practical delivery timeline.

UX Designer, WorkApps
Smartsheet · 2020 Feb - 2021 Aug · Seattle, WA

Designed the end-to-end experience of WorkApps for 2 beta launches and the final public launch within 6 months. Resulted in monthly 2500 daily active users.

Collaborated with the UX researcher, product manager and UX writer on the end-to-end experience. Built high-fidelity prototypes for usability testings.

UX Designer, Growth
Smartsheet · 2018 Sep - 2020 Feb · Seattle WA

Redesigned the license approval flow, pricing page UI and multiple growth experiments that increased win rate, license conversion rate and new logos.

Led the redesign of onboarding experience for trial users. This resulted in a 14.2% increase in new license purchases and a 12% increase in license upgrades. This project drove $500k in revenue bookings in the first year.

Worked closely with BI, Demand Gen, Digital Marketing and the UX researcher to gather customer insight from qualitative and quantitative data.

Optimized existing design based on A/B test results from Tableau. The optimized onboarding walkthrough increased 33% of experience completion and a 5.6% increase in win rate.

UX Design Intern, Digital Device Group
Amazon · 2017 Jun - 2017 Aug · Seattle, WA

Conceptualized future design for the Echo Spot - a contextual Alexa experience. I explored solutions to show relevant content to customers based on location, time and user behavior.