



Hi, I'm Annie Wong Product Designer

Experience

Loeb.nyc

Designed and delivered several innovative digital solutions for startups within the Loeb portfolio, collaborating with marketing, business development, and engineering teams, startup founders, and senior leadership. Led user research and testing initiatives for B2B and B2C portfolio companies across different industries.

Senior Product Designer Feb '23 – Apr '24

- Spearheaded the design overhaul of the SteadyDrive mobile app by introducing a new visual style and accessibility-first design system, resulting in a 32% increase in successful user onboarding.
- Conducted 5+ design QAs to align app builds with high-fidelity designs, seamlessly navigating development team and app limitations.
- Championed user testing best practices on every project and developed a user testing toolkit covering recruitment, facilitation, and analysis.
- Orchestrated stakeholder workshops to ensure project alignment and to cultivate strong stakeholder relationships.

Product Designer Nov '21 – Feb '23

- Led the design of and iteratively refined the Pangea Health app from idea to market based on user interview insights and usability testing, resulting in a user-centric and efficient MVP. Delivered comprehensive component and pattern libraries, empowering the internal team for long-term scalability.
- Collaborated with designers and PMs to conceive the KPIQ marketing platform core product and develop new features, employing the OOUI framework. Led user testing to pinpoint and improve usability gaps.

QOMPLX

Product Designer Jan '20 – Oct '21

- Coordinated with PMs and engineering to design and implement an underwriting application within an Agile environment.
- Crafted detailed user stories and high-fidelity prototypes for seamless hand-off to front-end developers.
- Established and led UX@QOMPLX workshops, advancing design thinking and advocating for user-centric design principles.
- Partnered closely with marketing and creative teams to oversee, generate, and execute campaign-led web designs.
- Created and implemented the design system for the QOMPLX website.

Marketing Designer Nov '18 – Jan '20

- Led the company re-brand effort by creating brand guidelines and templates for video, web, marketing, and sales, saving the marketing team hundreds of hours of production time.

Discovery, Inc.

Graphic Designer Jul '17 – Oct '18

- Produced digital ads, social graphics, key art, and promotional assets for TLC and Animal Planet shows.
- Directed promotional material for the TV show Dr. Pimple Popper, premiering with 2.4 million viewers.
- Designed advertising graphics for Puppy Bowl XIV, leading to 3.05 million viewers, a 20% increase in viewership over Puppy Bowl XIII.

Harper Collins

Creative Ops Graphic Designer Mar '17 – Jul '17

- Designed web ads promoting debuting titles under the William Morrow imprint.

Skills & Interests

Skills

UX Design
Human-Centered Design
Usability Testing
User Research
UI / Visual Design
Design System
Prototyping
Wireframing
Project Management
HTML/CSS

Tools & Software

Figma
Coda
Notion
JIRA/Confluence
User Interviews
Sprig
Optimal Sort
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Microsoft Office
Keynote

Interests

Karaoke
Papercraft
Plants
Punch-needling

Industries

Cyber Security
Healthcare
Insurance
Entertainment and TV
Publishing
Beauty
Nonprofit

Education & Certifications

Nielsen Norman Group

UX Certification May '23

Rochester Institute of Technology

BFA in Graphic Design 2016

Contact

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