


# Katherine Wong

UX UI DESIGNER • PRODUCT DESIGNER

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## EXPERIENCE

### Freelance Product Designer | Host Broadcast Services

Oct 2023 - Current

- Evaluated the current experience, researched, and defined personas to streamline workflows and features of the client's robust video player and content clipping tools product for on demand and live events
- Analyzed insights and collaborated with the client team to produce and iterate 2 distinct wireframe and mockup designs, addressing permissions and requirements of different user types and sports leagues
- Devised component library and initiated design system to elevate consistency and efficiency in future product iterations

### UX UI Designer | Unity Technologies

Nov 2021 - May 2023

- Collaborated seamlessly with engineers, technology experts, and PMs on Unity's Accelerate Solutions team to assist clients in defining goals and scope, creating proofs of concept, and design user-centric enterprise solutions
- Produced UI UX deliverables in Figma on projects involving digital twins, real time 3D, robotics, games, and platform management.
- Proposed guidance on information architecture, usability, interaction design, visual design, and product strategy
- Advanced documentation for handoff and audits, ensuring clearer communication and smoother project transitions for solutions with creative briefs and projects with high ambiguity

### UX UI Designer | ViacomCBS (Paramount)

Dec 2018 - Nov 2021

- Led UX design for 8 products as the primary UXer, working closely with developers, product, research, stakeholders, and directors
- Integrated user-centered design processes and methodologies into feature and product development across iOS/Android, mobile web, tablet, desktop, and OTT streaming devices, including a 24hr livestream product
- Advocated user interests via prototyping, data-driven design, and usability testing, resulting +1 increase average page depth and 200k more unique visits

### UX Research Assistant | Google

Dec 2017 - Nov 2018

- Managed and organized usability research efforts for Android, Android Auto, Chrome, and Google Play, ensuring smooth operations of research studies
- Partnered with researchers on screening and validation to obtain quantitative and qualitative insights for design for wearables, mobile and desktop in 40+ projects
- Collaborated on visuals and content strategy for successful launch of the operations website

### Associate Localization Project Manager | Google

Jan 2017 - Jul 2017

- Successfully oversaw 80+ localization projects for 39 products under Google Workspace, Apps, Travel and DoubleClick in 78 languages, ensuring high-quality content across products and features via effective cross-functional collaboration
- Developed comprehensive usability tests to evaluate desktop and mobile content, context, and functionality, driving improved UX

### Operations Lead and Analyst | Google

Dec 2014 - Dec 2016

- Defined and tracked milestones from kickoff to launch. Created and implemented scalable processes, resulting in over 60 partnerships and 50.5K partner visits
- Transformed complex data into visual dashboards for tracking project finances (\$20M+), optimizing throughput, and measuring success metrics
- Redesigned website and mobile tools mockups, enhancing navigability and reducing time to perform primary user journeys

## SKILLS & TOOLS

Figma / Sketch

Wireframing

Storyboarding

Client Communications

Project Management

Invision

Flows

Design Systems

Stakeholder Relations

Localization

Miro

Research

UX Auditing

Cross-Functional Collaboration

Japanese

Lucidchart

Usability Testing

Jira / Confluence

Process Documentation

## VOLUNTEERING

Mentor | **American Corporate Partners**

Jun 2019 - Present

- Facilitated one-on-one mentorships for military personnel transitioning from active duty to civilian careers
- Assisted 5 mentees strategize and prepare for next steps in defining and balancing academic and career goals in UX UI / product design, and project management

## EDUCATION

**UNIVERSITY OF CALIFORNIA, SAN DIEGO**

Dec 2012

B.A. International Studies - Economics