PIN GONG

PRODUCT DESIGNER

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Sunnyvale, CA 94085
Portfolio password: 2023

📄 EXPERIENCE

Product Designer
Mar 2022 - Mar 2023

Walmart Global Tech - Spark Driver

- Designing a better user experience for last mile delivery in US. Led a variety of projects used by gig workers and Walmart associates: Spark, a Walmart's personalized shopping and delivery mobile app used by gig workers;
- Successful designed Return Friction feature end to end, reduce driver return rate for 22bps in 2 weeks after launch;
- Revamped Driver Feedback Loop feature design to enable driver provide input, worked closely with PM & engineering team to enable an intuitive experience for driver sharing;
- Working on Guided delivery instruction and Address & Proof of Delivery verification with PM, researcher, UI designer;
- Led on revamping design system including light mode color palette, and created dark mode color palette and principle;

Product Designer
Mar 2021 - Mar 2022

SoFit - Weight loss app

- Successfully designed and launched a new app in 6 months, led design from strategy to launch for 4 key modules and 4 key tabs that increased user engagement with app;
- Work cross-functionally with engineers, PM and product team, created consumer-focused digital experiences and features;
- Translated high-level requirements and into detail process flows, low-fi wireframes and high-fi interactive prototypes;
- Made decisions and iterated design based on data-informed, user needs, customer feedbacks and usability findings;
- Iterated and delivered 5 more versions, and contributed to increasing user engagement rate by 150% over 3 months.

UX&UI Designer
Jun 2018- Aug 2020

Capstone

- T3-Go - Riding-hailing app
- Dongci - Short music video app
- Freshelf - Pantry management app

🎓 EDUCATION

California College of the Arts
Interaction Design
San Francisco, CA
Sep 2020 - May 2021

Savannah College of Art and Design
M.A. In Industrial Design
Savannah, GA
Sep 2015 - May 2018

🖥 TOOLS

Figma	Sketch
Principle	Invision
Overflow	Balsamiq
Illustrator	Photoshop
Adobe XD	InDesign
Unity	InstaVR

📎 SKILLS

Personas	Card Sorting
Wireframing	Sketching
Prototyping	User Interview
Journey Mapping	
Usability Testing	
Competitive Analysis	