

# Kelly Chong

Independent Product, Web, & Brand Designer

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## Experience

### Founder / Kelly Chong Design Co.

Dec 2021 – present

Freelance services **leading end-to-end product design** for early-stage startups. Projects include optimizing user flows, 0-1 product ideation & prototyping, website design, and branding.

**Clients:** a crypto payments platform, online driving school, sports data provider, web development agency, corporate banking for SMBs

### UX Design Intern, EA Sports FC Mobile, Electronic Arts (EA)

May 2022 – Aug 2022

Designed user flows and wireframes for **5 shipped in-game events** in EA's highest grossing mobile sports title boasting 4+ million players globally. Collaborated with game designers, artists, PMs, and engineers.

### UX/UI Design Intern, AIOps / Royal Bank of Canada (RBC)

May 2021 – Aug 2021

Designed a centralized portal interface for **9 critical, highly visible AI/ML services** developed in efforts to prevent \$1M+ worth of banking incidents. Presented designs to senior leadership and gained MVP approval.

### Product Designer / NIKU Farms

Sep 2020 – Feb 2021 (Part-time)

Spearheaded design at a sustainable meat delivery e-commerce startup. Crafted hi-fidelity prototypes for customer portal and box customization features. Worked closely with developers to implement them.

Apr 2020 – Aug 2020 (Intern)

Championed end-to-end design process for a checkout flow re-design, **increasing conversion rates by 200%**. Conducted user research including competitive analyses, heuristic evaluations, card sorting exercises and user interviews, alongside usability testing to validate designs.

## Leadership

### Co-Chair & Product Lead / Hack Western

Apr 2020 – Nov 2022 (Prev. Design Lead, 2021 / Product Designer, 2020)

Co-led all operations for the 9th annual Hack Western—one of Canada's largest hackathons. Attracted 400+ students, managed a team of 20+.

## Education

### Western University

Sep 2019 – Oct 2023

London, Canada

Bachelor of Management and Organizational Studies (BMOS), Consumer Behaviour

### Seoul National University

Mar 2023 – Jun 2023

Seoul, South Korea

Bachelor of Sociology (International Exchange Program) Global Opportunities Award International Learning Award

## Awards

### Winner / Hack the North

2021 / Top 4%

### Finalist / Adobe x Ring Creative Jam

2021 / Top 10%

### Ethical Tech, Art, & Activism Awards / Stanford TreeHacks

2021 / Top 2%

## Toolkit

Figma, Adobe Creative Suite (Ps, Ai, Ae, Pr), HTML/CSS

## Skills

Interaction Design  
Visual Design  
Wireframing  
Prototyping  
Product Strategy  
User Research  
Usability Testing

