

ELLE ONG

PRODUCT DESIGNER

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Mid to Senior Level Product Designer specializing in interaction design, design systems, wireframing, and high-fidelity mockups. Skilled in information architecture, cross-functional collaboration, and stakeholder management. Proven ability to enhance user experiences and drive business growth with innovative, user-centric solutions.

SKILLS

- ✓ Interaction Design
- ✓ Design Systems
- ✓ High-Fidelity Mockups (Figma)
- ✓ Wireframing & Prototyping
- ✓ Usability Testing
- ✓ Information Architecture (User Flows & Sitemaps)
- ✓ User Research & Data Analysis
- ✓ Cross-Functional Collaboration
- ✓ Stakeholder Management
- ✓ Design Reviews & Presentations
- ✓ Agile & Scrum Project Management

EDUCATION

Interaction Design Specialization Certificate

University of California San Diego through Coursera | 2021

User Experience Design Certificate

University of Toronto | 2019

WORK EXPERIENCE

Product Designer

Orium (formerly MyPlanet) Inc, Toronto, ON | 2022 - 2024

- **Increased** conversion rates for [Harry Rosen](#)'s internal web application by 100%, as evidenced by a revenue increase from \$50K to \$347K monthly, by overhauling design based on user insights and re-strategizing information architecture.
- **Spearheaded** the design for [CLUB HARRY](#) within 3 months through agile design iterations, stakeholder interviews, design demos, and technical validations, ensuring on-time delivery of deliverables to the client.
- Resolved critical pain points for [DXL.com](#) by eliminating all 'floating' accounts through **restructuring** the account creation and membership registration user flow.
- Ensured **seamless backend and CMS transitions** for [Optum](#)'s upcoming site OptumNow by mapping and auditing the website and identifying key components for new design systems to achieve accurate ticket estimations.
- Collaborated with product managers on documentation to establish **clear design acceptance criteria**, ensuring well-accounted design tickets and reducing time spent by the engineering team and QA on design tickets.

UX Designer II

MRI Software (formerly Findspace), Toronto, ON | 2020-2022

- **Enhanced user experiences**, as measured by a 20% monthly increase in client acquisition, by implementing design improvements for over 20 property management establishments.
- Revamped **CMS usability**, achieving over a 90-point standard in site performance (Lighthouse), by overhauling the platform for over 20 property management establishments.
- Developed a **comprehensive design system** for property listings webpages and the API developer portal, decreasing development effort and time spent on tickets.