

ELLE ONG

PRODUCT DESIGNER

Vancouver, BC Canada | (647) 625-5258 | hello@elleong.com | [Linkedin](#) | elleong.com

Product Designer with 4+ years of experience leading complex systems, mobile redesigns, and design systems in fintech and enterprise environments. Known for driving clarity under constraint and scaling design through systems.

SKILLS

- ✓ Product & Systems Design
- ✓ Design Systems & Tokenization
- ✓ Mobile & Web UX
- ✓ Information Architecture
- ✓ Cross-Functional Leadership
- ✓ UX Strategy & Decision Framing
- ✓ Usability Testing & Research Synthesis

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

Newton Crypto Ltd., Toronto, ON | 2024 - present

- **Led the end-to-end redesign of Newton's mobile app**, acting as design lead and interim product owner, aligning UX strategy, systems architecture, and delivery across product and engineering.
- **Owned the design of Newt Loot**, a digital rewards initiative, reaching **15,000 daily active users** in its first month, becoming one of the platform's highest-engagement launches.
- **Reduced design and delivery time by ~50%** by defining and implementing a **token-based design system**, enabling faster iteration and consistent UI across mobile and web.
- **Defined product rules, edge cases, and safeguards** for regulated fintech features in partnership with PMs and engineers.

Product Designer

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

- Increased conversion rates for **Harry Rosen's internal web application** by **100%**, driving monthly revenue growth from **\$50K to \$347K** through UX and IA redesign.
- **Led the design for CLUB HARRY**, delivering within **3 months** through rapid iteration, stakeholder alignment, and technical validation.
- Re-architected account creation and membership flows for **DXL.com**, eliminating floating accounts and resolving critical system pain points.
- **Audited existing systems and defined scalable design patterns** for large-scale CMS and backend transitions on **Optum's OptumNow**.

UX Designer II

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

- Improved user experience across property management platforms, contributing to a **20% increase in client acquisition** and **90+ Lighthouse scores** across multiple client sites.