

Jennifer Kwok

UX/UI • Product Design • UX Research

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Experience

Design & Product Strategy Lead — Postman Waffles

Oct 2023 – Present

- Implemented a new digital strategy that increased audience reach by 84% and engagement by 33% on Instagram within the first month.
- Designed Shopify website that streamlined user experiences for cafe pre-orders, e-commerce merchandise, and B2B wholesale operations.

Product Designer — Tapestry Tool

Sep 2020 – Present

- Conducted A/B testing and moderated task-based usability testing to study users' navigation patterns and preferences for visual depth cues.
- Re-designed the tool's navigation with intuitive zooming interactions, resulting in a System Usability Scale (SUS) score of 78.2 out of 100.

Product Designer — PolarUs App

Sep 2020 – Aug 2023

- Led end-to-end design of a bipolar disorder app that improved Quality of Life by 10% for 150 participants within a 12-week clinical evaluation.
- Conducted focus group interviews every month throughout the entire design process with a panel of 8 individuals living with bipolar disorder.

UX/UI Designer — TYDE

Sep 2020 – Aug 2021

- Designed a web-based career planning app for young adults who have intellectual disabilities, used by 280+ students across British Columbia.
- Collaborated with a team of 12 educators to reorganize the flow and architecture of learning modules, increasing user satisfaction by 83%.

Education

University of British Columbia, Vancouver (UBC)

Bachelor of Media Studies

2019 – 2023

Skills

Interaction Design
Visual Design
Wireframing
Prototyping
Design Systems
Usability Testing
UX/HCI Research
Data Visualization
Product Strategy

Tools

Figma
Adobe XD
Photoshop
InDesign
Illustrator
Tableau
NVivo
Spline