



Jacqueline Quon

Senior Product Designer

EXPERIENCE

Senior Product Designer, Mahmee

Sept 2019 - Current

- Led end-to-end design process from concept to execution, creating intuitive experiences for patient and provider platforms.
- Established scalable design system, style guide, and UI component library, reducing technical debt and improved code and design quality by 38%.
- Led patient experience redesign, boosting monthly engagement and retention by 3x within a quarter.
- Enhanced user research infrastructure, collaborating with cross-functional teams to address usability issues and boost registrations by 62%.
- Integrated advanced patient/infant monitoring features into flagship product, resulting in 40% increase in user engagement to deliver comprehensive care.

Senior Product Designer, TV Time

Apr 2016 - Jun 2019

- Spearheaded UI/UX engagement initiatives to serve Product/Design's team goal of increasing our user base by over 50% within one year
- Enhanced community interaction by 60% with user-centered design improvements through ideas, such as "Meme Generator"
- Launched moderated testing with power users to identify pain points and motivations, informing our roadmap to achieve a 4.7-star average app rating
- Co-led weekly updates for a standardized design system, garnering 95% positive user feedback and reducing errors by 50%.
- Spearheaded "Dark Mode" implementation, increasing engagement by 35% while enhancing accessibility.
- Managed and mentored junior designers, enhancing overall design quality

Senior UX/UI Designer, Whipclip

Mar 2015 - April 2016

- Orchestrated Android app redesign in just 1.5 weeks, boosting market reach and revenue by 30% through strategic user testing.
- Analyzed competitors to enhance product competitiveness, overhauled onboarding, reducing drop-off rates, and boosting user retention by 32%.
- Spearheaded design initiatives for branded content including "Fan Girl Fridays and Hit Play" podcasts, videos, and curated TV highlights within the app ecosystem.

Senior Product Designer, SpinMedia Inc.

July 2012 - Mar 2015

- Crafted dynamic design solutions for more than 40 prominent pop culture icons and music digital brands, such as Buzznet, Celebuzz, Idolator, and VIBE, as well as official websites for Khloe Kardashian and Nick Cannon.
- Fostered cross-team collaboration for consistent brand experiences.
- Led the execution of video package graphics, ensuring a seamless and captivating user experience.

jacquelinequon.com

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Skills

Product Design, UX/UI Design, Responsive Web Design, Interaction Design, User-Centered Design (UCD), Design Systems, Design Thinking, Prototyping & Wireframing, Usability Research & Testing, User Interviews, Personas, Art Direction, Branding, Marketing Design, Print Design

Tools & Technologies

Figma, Sketch, Adobe Creative Suite, InVision, Abstract, Zeplin, Miro, Amplitude, iOS Design, Android Design, Google Suite, Microsoft Suite

Education

Bachelor of Science, Design
The Art Institute of California
Associate Degree, Graphic Design
Brooks College of Design

Other

Diversity, Equity, Inclusion Award
TV Time, 2019
Appy Award / Branded Web & App
TV Time, 2018
Synopsis Digital Model D Award
Whipclip, 2015
MIXX Award / Cross-Media Digital
Integration "Cube Mobile Device"
Sabertooth Interactive, 2012

● ● *References available upon request*