

Justin K. Wong, Senior Product / UX Designer

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BACKGROUND

End-to-end Senior Product Designer with 8+ years of experience driving product strategy, discovery, and delivery for large-scale B2B and B2C SaaS platforms. Proven ability to own complex problem spaces, define vision, and deliver high-impact experiences used by millions of users across regulated and enterprise environments. Strong background in design systems, metrics-driven decision-making, accessibility-aware design, and cross-functional leadership within Big Tech-style product organizations.

EXPERIENCE

Product Designer — LexisNexis Risk Solutions

MAY 2024 — PRESENT

Own end-to-end product design for complex enterprise SaaS reporting tools, spanning product discovery, definition, interaction design, prototyping, usability testing, and delivery at scale for law enforcement, government, and insurance industries.

Drive product and design strategy for new features and third-party integrations, partnering with product management and engineering to define vision, MVP scope, and success metrics.

Conduct mixed-methods user research (qualitative interviews, workflow analysis, quantitative signal review) to synthesize insights and inform roadmap decisions.

Translate ambiguous problem spaces into clear product direction through systems thinking, information hierarchy, and interaction patterns.

Leverage AI-assisted design workflows to accelerate early-stage discovery, rapid prototyping, and experimentation.

Previously led greenfield SaaS product initiatives and feature enhancements within the health insurance risk management domain, supporting mission-critical, data-heavy enterprise platforms.

Product Designer — Pluralsight

AUGUST 2021 — APRIL 2023

Led end-to-end product design for B2C and internal enterprise SaaS products, owning discovery, delivery, and post-launch optimization.

Played a key role in evolving a scalable design system, contributing to component libraries, interaction standards, and adoption across multiple teams.

Partnered closely with product managers to define product strategy, prioritize backlogs, plan roadmaps, and align design outcomes with company-level OKRs.

Synthesized over two years of qualitative and quantitative research, user feedback, analytics, and competitive analysis into actionable product insights.

Drove experimentation, usability testing, and iterative improvements to increase engagement, retention, and overall product effectiveness.

Influenced cross-functional stakeholders and leadership through data-informed design rationale and executive-ready design storytelling.

UX Design Mentor — Designlab

DECEMBER 2020 - PRESENT

Mentor and coach emerging UX/UI designers through 1:1 sessions focused on design thinking, interaction design, research methods, and career development.

Provide detailed critique and feedback on portfolios, case studies, wireframes, prototypes, and usability testing outcomes.

Lead UX/UI Designer — Accenture

DECEMBER 2019 - AUGUST 2021

Led cross-functional UX teams consisting of designers, UI developers, and business analysts to deliver enterprise B2B SaaS solutions.

Consulted with major clients including Bank of America, Google, Primerica, and U.S. federal agencies across finance, insurance, government, and energy sectors.

Defined design strategy, interaction patterns, and experience vision for complex platforms while aligning stakeholder goals and technical feasibility.

Designed and scaled design systems, component libraries, and UI standards to ensure consistency and efficiency across products.

Partnered with engineers, product owners, and executives through workshops, design reviews, and sprint ceremonies to drive alignment and execution.

UX/UI Designer — Accenture

MAY 2018 - NOVEMBER 2019

Designed end-to-end user experiences across desktop and mobile platforms (iOS and Android) through discovery, wireframing, prototyping, and high-fidelity UI design.

Produced user flows, journey maps, storyboards, and information architecture artifacts to communicate design intent.

Built a scalable design system to enhance Pegasystems out-of-the-box capabilities and support enterprise customization.

Collaborated in Agile/Scrum environments, partnering with engineering teams to ensure high-quality design-to-development handoff.

Junior Product Designer — Apptimize

JANUARY 2018 - APRIL 2018

Supported UX, UI, and graphic design for a B2B SaaS A/B testing and experimentation platform.

Participated in product discovery, experimentation planning, and data-informed design decisions focused on conversion optimization.

Freelance UX/UI Designer — JK Wong

JANUARY 2016 - PRESENT

Delivered UX, UI, and visual design solutions for web, mobile applications, and video games across mobile, PC, and arcade platforms.

Designed, developed, deployed, and managed fully responsive websites for mental healthcare clients using AWS and Squarespace.

Collaborated directly with clients to define requirements, conduct research, and deliver end-to-end design solutions.

Psychology Teacher — **Sendelta Education**

AUGUST 2013- MAY 2016

Designed and delivered Advanced Placement Psychology curriculum to high-performing public high schools in Shenzhen, China.

Applied research, behavioral science, and instructional design principles to improve student engagement and outcomes.

Consulted on employee management practices and participated in candidate interviews.

English Teacher — **Center for Teaching and Learning in China**

AUGUST 2012- MAY 2013

Designed engaging lesson plans and taught English language instruction to primary school students.

TOOLS

Figma (Auto Layout, Variants, Prototyping), AI-assisted design tools (ex. Figma Make), Fullstory, Sprig, Maze, Miro, Sketch, Adobe Creative Suite, Jira, Confluence, Airtable, InVision, Zeplin, Pendo, Snowflake, HTML5, CSS3, Pegasystems, AWS, Squarespace

SKILLS

- Senior-level end-to-end product design ownership
- Product strategy, vision setting & roadmapping
- Product discovery & delivery (Big Tech SaaS)
- Interaction design & scalable interaction patterns
- Design systems, component libraries & design tokens
- User research (qualitative & quantitative) & insight synthesis
- Metrics-driven, outcome-focused design & experimentation
- Information architecture, systems thinking & journey mapping
- Wireframing, prototyping & design-to-engineering handoff
- Accessibility-aware & inclusive design (WCAG focused)
- Cross-functional leadership & stakeholder influence
- Agile/Scrum product teams & SAFe for enterprise
- Large-scale B2B, B2C, SaaS & enterprise platforms

EDUCATION

McGill University, Bachelor of Arts, BA, in Psychology & East Asian Studies

LANGUAGES

English, Mandarin Chinese, Cantonese, French