Chak Ying Wong

UX Designer | UX Auditing & Experimentation |
Live Commerce & AI Products

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PROFESSIONAL SUMMARY

UX Designer specializing in **UX auditing, experimentation, and experience optimization** across **B2C commerce and AI-powered products.** Experienced in evaluating end-to-end user journeys, identifying usability and conversion friction, and translating research and data insights into actionable improvements through rapid testing and iteration.

EXPERIENCE

UX Designer & Livestream Operations (Experimentation Focus)| Greenwood MCN | Los Angeles
Dec 2025 - Present

- Conducted **UX evaluations of end-to-end livestream shopping experiences**, identifying usability gaps, information overload, and decision friction, and translating findings into recommendations.
- Planned and executed **end-to-end livestream operations and visual system design**, including session planning, scripting, overall layout design, and technical preparation.
- Designed and standardized **non-clickable livestream information layers** across **~15 brands**, and applied **quantitative analysis and A/B testing** to optimize engagement, retention, and conversion.

UI/UX Designer Intern | WoafMeow| Remote
Sep 2025 - Dec 2025

- Designed the **MVP web and mobile apps (iOS, Android)** for an **AI-powered pet wellness** product, translating vision into core user flows and interactive prototypes for launch.
- Conducted **user research, usability testing, and A/B experiments** to **define and validate key user journeys,** improving task completion and early-stage retention.
- Built **scalable design systems in Figma** and collaborated with PMs and engineers to align UX with backend architecture and AI functionality, ensuring accurate implementation.

Product Manager Intern | Meituan | Beijing
May 2023 - July 2023

- Led **brainstorming and discovery research** to identify user problems, define hypotheses, and scope opportunity areas for a consumer-facing **LLM-powered conversational product.**
- Translated research insights into **UX-focused product requirements**, including content constraints and moderation guardrails for responsible conversational experiences.
- Collaborated closely with UX and engineering teams to **evaluate and iteratively refine conversational flows**, addressing usability and performance issues through experimentation.

Kitchen Designer | Valore Inc. | San Jose
Aug 2022 - Feb 2023

- Developed **20+ user-centered kitchen design solutions**, translating requirements into structured layouts and specifications with an estimated **~$300K design scope.**
- Led **end-to-end residential design development**, balancing usability, aesthetics, constructibility, and product constraints while aligning design intent with contractor execution.
- Standardized **SOPs across semi-custom and non-custom product lines**, supporting showroom launch and improving cross-team coordination.

Architectural Intern | LWK & Partners | Hong Kong
Jun 2021 - Aug 2021

- Produced **2D construction drawings and 3D renderings** for complex residential and institutional projects, supporting clear design communication and informed stakeholder decisions.

ADDITIONAL DESIGN EXPERIENCE

Brand & Product Designer | Polymon (Startup) | Remote
Sep 2023 - Dec 2024

- Led **end-to-end brand and product design**, defining visual identity, typography systems, and adaptive visual language across **web, packaging, retail displays, and exhibition environments.**
- Collaborated with industrial designers, marketers, and creators to translate product concepts into cohesive **2D brand assets and scalable design systems**, ensuring cross-platform consistency.

Graphic Designer (Freelance)
Dec 2020 - Present

- Designed **digital, motion, and marketing assets for 50+ brands** across **tech and e-commerce**, ensuring visual consistency and scalable brand execution across platforms.

EDUCATION

MA - Interaction & UI/UX Design
Academy of Art University   2022 - 2024

Related Courses: User Experience Design, Human Centered Design, Visual Design & Typography, Front-end, Back-end, Motion Graphics & Video

BArch - Architecture
California College of the Arts   2019 - 2022

Architecture & Economics
Dablo Valley College   2016 - 2018

AWARDS & COMPETITIONS

L'Oréal Brandstorm 2025
Certificate of Recognition

Biodesign Challenge 2022
CCA Architecture Team Member

SKILLS

UX & Research

UX Auditing	Journey Mapping
Usability Evaluation	Information Architecture
Discovery Research	Interaction Design

Experimentation & Analytics

Experimentation Design	Quantitative Analysis
A/B Testing	Performance Reporting
Hypothesis Validation	
Conversion & Engagement Analysis	

Design & Prototyping

Figma	Wireframing
Design Systems	Rapid Prototyping
Visual Systems & Layout Design	

Collaboration & Product

Cross-functional Collaboration
Requirements Definition
Agile Product Development
Stakeholder Communication

Technical (Working Knowledge)

HTML / CSS
JavaScript (Basic)

Language

English
Mandarin
Cantonese