



Chak Ying Wong

Product Designer | AI, E-commerce & Consumer Experiences

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PROFESSIONAL SUMMARY

End-to-end product designer with experience across **AI, e-commerce, and consumer platforms**, leading products from **concept to launch across web and mobile**. I specialize in turning **ambiguous ideas** and **complex technologies** into **intuitive user experiences** through **research, prototyping, and cross-functional collaboration** with founders, PMs, and engineers. Thrive in **fast-moving startup environments** with **strong ownership** and a focus on **measurable impact**.

EXPERIENCE

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

- Conducted **end-to-end UX evaluations** of livestream and web shopping experiences, driving continuous design optimizations to improve **engagement, conversion, and experience quality**.
- Led **livestream and web experience design**, creating **on-screen layouts and interaction flows**, and delivered **production-ready visual systems** in collaboration with **cross-functional teams**.
- Built and standardized **scalable on-screen UI components** across **~15 brands**, applying **quantitative analysis and A/B testing** to optimize engagement, retention, and conversion.

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.

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

- Defined requirements for **WOW, a creator-facing LLM product** for building and managing AI characters, and **independently designed the web UI/UX MVP** (wireframes, layouts, high-fidelity prototypes) for handoff to frontend engineers.
- Collaborated with UX and engineering teams to refine **character-driven conversational and interaction flows**, resolving **latency and model-tuning issues** through testing and iteration.
- Built **monitoring dashboards** and produced **user flows and feature specifications** to enable data-driven optimization and support **responsible AI development**.

ADDITIONAL DESIGN EXPERIENCE

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.

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

Interaction Design	Discovery Research
Information Architecture	Journey Mapping
Usability Testing	Usability evaluation

Experimentation & Analytics

A/B Testing
Quantitative Analysis
Hypothesis Validation

Design & Prototyping

End-to-End UI/UX Design
Product Experience Design
Web & Mobile UI
Wireframing
High-Fidelity Prototyping (Figma)
Design Systems & Reusable UI Components

Collaboration

Cross-functional Collaboration
Requirements Definition
Stakeholder Communication

Technical (Working Knowledge)

HTML / CSS
JavaScript (Basic)

Language

English
Mandarin
Cantonese