

# KRISTINA FONG

## Senior Product Designer



(416)779-9601



fong2830@gmail.com



Toronto, ON



[www.kfong.ca](http://www.kfong.ca)

### Profile

Strategic and entrepreneurial Senior Product Designer with deep experience leading end-to-end product design across mobile and web platforms. Proven track record of solving complex user problems with simple, elegant, and effective solutions. Skilled in user research, interaction design, and translating insights into clear, actionable product strategies. Strong collaborator and communicator who partners closely with Product, Engineering, and stakeholders to shape roadmaps, influence strategy, and deliver measurable business impact. Passionate about creating intuitive, inclusive, and data-informed experiences that empower users to make smarter decisions.

### Experience

#### Senior Product Designer (2022- Present)

KPMG - Toronto

Shape and deliver user-centered design strategy for national Tax & Legal products, guiding cross-functional teams to ship cohesive, high-quality digital experiences. Drive both product vision and design execution, aligning research, strategy, and delivery to solve complex user challenges at scale.

- Identify product opportunities and shape multi-release roadmaps for new segments (Tax Advisory, Real Estate), secure executive buy-in, and drive progress toward a 60% platform adoption goal.
- Serve as a trusted advisor, bridging business and product teams to surface user pain points, challenge legacy processes, and turn insights into actionable design plans.
- Mentor junior designers through 1:1 coaching, design reviews, and onboarding support, strengthening team capabilities and fostering design craft and clarity.
- Introduce design rituals to uplift quality, streamline delivery, and build trust with Engineering and QA partners.
- Built strong relationships and navigated challenging stakeholder dynamics by launching Design Discussions and providing clear updates, increasing alignment and trust with business teams.


#### Consultant, UX Design (2020-2022)


KPMG - Toronto


- Designed high-impact features that improved workflow efficiency and collaboration for national tax teams, increasing productivity in a complex regulatory environment
- Facilitated discovery workshops, conduct user interviews, and translate findings into clear, actionable design decisions. Aligned user needs with business priorities and kept complex projects focused and on track.
- Leveraged user insights and stakeholder feedback to inform design direction, ensuring solutions meet real client needs and drive measurable adoption.


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### Experience (Continued)

#### UX Designer & Product Manager (2019-Present)

KFONG Design Studio - Toronto, ON

Lead end-to-end design process for mobile apps and responsive web projects. Own and influence decisions about conceptual designs, define product requirements and conduct user research to take design ideas from early iterations to pixel perfect implementation.

- Consulted a \$6M company on product strategy, leading responsive web and mobile app design from concept through development.
- Designed and implemented lo-fi and hi-fi wireframes, user interfaces, and front-end assets.
- Built MVP for a mobile app supporting urban remote workers’ wellness and social connection.
- Conducted user research and usability tests to validate assumptions and shape iterative design.

#### Key Account Manager (2018-2020)

MyAdBox - Markham, ON

- Delivered digital strategy for clients like Toyota & Lexus, aligning user needs to product features.
- Streamlined insight report processes, improving team output by 4x.
- Scaled internal design systems and design operations across multiple client reports.
- Developed onboarding tools and frameworks supporting 400+ enterprise customers.

#### Account Executive (2016-2018)

Maropost - Toronto, ON

- Drove \$1.25M in new revenue by identifying customer pain points and aligning solutions to user needs.
- Used qualitative and quantitative insights to reduce churn and improve product usability.
- Launched A/B tests and optimized marketing UI to improve KPIs by 25%.
- Delivered tailored presentations and facilitated stakeholder interviews to uncover business goals.

#### Key Account Manager (2014-2016)

Ipsos Retail Performance - Toronto, ON

- Led digital transformation of 700+ research projects for clients including Burberry and Rogers.
- Exceeded \$1.2M revenue targets by aligning product strategy with executive priorities.
- Improved workflow efficiency by 85% through automation and streamlined communication.

### Competencies

- User Experience Design
- Visual Design (UI)
- User Research
- User Interviews
- Data Analysis
- Usability Testing
- HTML & CSS
- Information Architecture (IA)
- Agile Development
- Stakeholder Management
- User Flows
- Wireframing
- Prototyping
- Product Design
- Enterprise Optimization

### Education

- WEB DEVELOPMENT  
Juno College - 2020
- UX/UI DESIGN DIPLOMA  
Brainstation - 2019
- FINANCE (HBBA)  
Wilfrid Laurier University  
2009 - 2013

### Awards

- INTEGRATED CASE COMPETITION (ICE)  
Wilfrid Laurier University  
2012