

Laney Fong

Product & UX Designer

laneyfong.com
laneyfong@berkeley.edu
San Francisco Bay Area

Summary

User-centered Product Designer with **2 years** of experience designing intuitive mobile and web experiences. Skilled in user research, visual design, and building scalable design systems. Proficient in Figma, Adobe Creative Suite, and Agile collaboration. Passionate about creating accessible, human-first digital products that solve real-world problems.

Experience

Product Designer, MyShake; Berkeley, California – Feb - Mar 2024

Conducted user research: **interviews, surveys, A/B testing, cognitive walkthroughs**. Redesigned key user flows and refined design system to improve usability and accessibility. Developed interactive Figma prototypes, increasing user engagement by **45%**. Simplified mobile app flow for inclusive, accessible experience.

UX Design Intern, Eximlabs; Remote, California – June - Nov 2023

Designed and iterated **20+** wireframes, prototypes, high-fidelity mockups in Figma. Developed and maintained scalable design system with **50+** reusable components. Improved task completion rates by **30%** through usability testing. Reduced developer handoff time by **20%**.

Visual Designer, Mind Coffee; Berkeley, California – Mar - Apr 2023

Revitalized and modernized the cafe's website and digital presence to reflect its positive mental health brand identity. Crafted cohesive UI elements and visual assets that increased user engagement by **25%**, enhancing overall brand experience..

Product Designer, Advanced Health Academy – May - Aug 2022

Led the end-to-end design of a mobile health education application, building the product from concept to high-fidelity prototype, focused on simplifying the process of inputting blood test information and securely accessing results. Mapped user flows and designed interactive wireframes for key features, including personalized test result dashboards and health insights, resulting in a **40%** improvement in task completion rates during usability testing.

Education

University of California, Santa Cruz - M.S. Human Computer Interaction, 2026

University of California, Berkeley – B.A. Cognitive Science, 2024

Relevant Courses: Prototyping & Fabrication (DES INV 22), Perception (COGSCI C126), Three-Dimensional Modeling for Design (ENG 26), Structure and Interpretation of Computer Programs (CS 61A), Product Design and Development (IND ENG 190)

Involvement: Co-President of UX@Berkeley (Expanded club by **50%**, increased member engagement, hosted workshops/events for **25+** members, provided new designers opportunities for growth)

Skills

Technical: Figma, Sketch, Adobe Creative Cloud, Miro, Framer, Protopie, HTML/CSS, Python, Javascript, C++, Solidworks,

Design: User interviewing, User-Centered Design, Design Systems, Visual Design, Information Architecture, Usability Testing, User Research, High-Fidelity Prototyping, Interaction Design, Mockups, Typography

Soft: Communication, Design Thinking, Product Strategy, Teamwork, Detail-oriented

Certifications

Google - Foundations of User Experience (UX) Designer, Google - Start the UX Design Process: Empathize, Define, and Ideate