

Laney Fong

Product & Visual Designer

laneyfong.com
laneyrfong@gmail.com
San Francisco Bay Area

Experience

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

Drove end-to-end design of mobile workflows, from brainstorming and user research to final prototypes and launch, **boosting engagement by 45%**.

Partnered with engineers and PMs to **ship product strategies** that simplified complex workflows, strengthened retention, and improved long-term engagement.

Built interactive **prototypes** (Figma) to convey design concepts and **storytell solutions** that aligned stakeholders around user needs.

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

Designed and iterated on **20+ flows**, prototypes, and high-fidelity visuals in Figma.

Built and maintained a scalable design system with 50+ reusable components, accelerating development handoff by **20%**.

Conducted **usability testing**, improving task completion rates by **30%** and ensuring alignment with business goals.

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

Revitalized website UI and **crafted cohesive visual assets** that aligned with brand identity, increasing user engagement by **25%**.

Collaborated with stakeholders to modernize the digital presence and strengthen the brand's **mental health mission**.

Product Designer, Advanced Health Academy – May - Aug 2022

Owned end-to-end design of a mobile health education app, from concept to **interactive Figma prototype**.

Designed **personalized dashboards and health insights flows**, increasing task completion during usability testing by **40%**.

Developed personalized dashboards and **user journeys**, improving usability testing task completion by 40%.

Applied **systems thinking** to structure content into clear, accessible workflows.

Education

University of California, Santa Cruz – M.S. Human Computer Interaction, Present

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, FigJam, 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, UI Design

Soft: Communication, Design Thinking, Product Strategy, Teamwork, Detail-oriented, Self-starter with eagerness to learn, Collaborative, excited about working in a fast-paced, dynamic environment

Certifications

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