Janice Pong

UI/UX & Product Designer

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Portfolio https://janicepong.work/

Designer with 6+ years of experience across SaaS platforms, e-commerce, and mobile applications. Proven track record in launching and redesigning digital products that drive measurable impact, including a full e-commerce UX overhaul that increased conversions by 90%. Skilled in user research, usability testing, and A/B experimentation, with hands-on experience collaborating with developers and data scientists to translate insights into product improvements. Proficient in Figma, Webflow, and front-end development, with growing expertise in analytics and data visualization to deliver research-driven design strategies. Known for bridging creativity with technical execution to scale intuitive, user-centered solutions.

Experience

Experience Designer (Graphic & UIUX)
EXM Manufacturing Ltd.
Oct 2023 - Present
Mississauga, ON, Canada

- Led the full redesign and launch of the company's e-commerce platform, **increasing conversion rate by 90%** through improved UX flows and UI design.
- Created internal dashboards (HTML/CSS) to **visualize purchasing and shipping data**, reducing process inefficiencies.
- Directed cross-functional design and marketing team, **aligning product roadmap with business KPIs**.
- Conducted **weekly UX QA testing & analytics** reviews to maintain brand consistency and identify product improvements.
- Created **3D explainer videos** and product models to enhance customer engagement and understanding.

UX/UI Designer
Connect Education Inc.
Apr 2023 – Dec 2023
Toronto, ON, Canada

- **Designed and launched a responsive Webflow platform**, integrating live chat and subscription flows that improved user onboarding (HTML/CSS/JS).
- Optimized educator–parent web experience, resulting in improved user satisfaction scores.
- Implemented **SEO and analytics tracking** (GA, Tag Manager, HubSpot), enabling performance measurement and iteration.
- Delivered cross-channel marketing materials while managing multiple content platforms.

Graphic & UX Designer
WeMine Limited
Jun 2021 – Dec 2022
Hong Kong

- Designed and **launched the UX/UI of an AI-powered restaurant recommendation app**, personalizing user journeys via data-driven insights.
- Partnered with data scientists on **user research, analytics, and A/B testing** to refine product features.
- Developed **e-commerce sites** (WordPress/WooCommerce) and localized marketing campaigns for multiple company.
- Produced NFT Tiger Being visuals and digital assets to support new revenue streams.

WordPress Developer
ClarityEnglish
Jul 2020 – Dec 2024
Remote

- **Built and maintained** a custom WordPress blog platform (HTML/CSS/JS), ensuring scalability and responsive design.
- Provided ongoing technical support and PHP troubleshooting to ensure uptime.

Additional Experience

Contract UX Designer, Superhairpieces (Feb–Mar 2023) – Mississauga, ON
- Conducted **UX research and prototyping for an e-commerce** SaaS platform. Translated customer insights into new product flows that improved navigation and usability.

Contract UI/UX Designer, Tachycardia A&T (Jan–Aug 2021) – Hong Kong
- **Designed and launched an AR app** for elderly virtual performances, focusing on accessibility and user inclusion during COVID-19.

UI/UX Design Internship, GASOL (Aug–Dec 2021) – Hong Kong
- Built **Shopify** sites and branding materials (food, beauty, healthcare).

UI/UX Design Internship, Bull.B Technology (May 2019–Feb 2020) – Hong Kong
- **Designed and launched banking app** wireframes & prototypes; delivered responsive websites for SME clients.

Selected Project Highlights

- **EXM E-commerce Website Redesign** – Led a full redesign that improved UX/UI and increased conversions by 90%.
- **EXM Internal Customer Portal** – Designed and launched a portal for customers to track online orders, request quotes, and access localized support more efficiently.
- **EXM Data Optimization** – Collaborated with developers to manually clean and restructure product data, ensuring accurate catalog management and improved search results.
- **EXM Rebranding Initiative** – Directed the redesign of corporate and marketing materials, strengthening brand identity across digital and print channels. Produced a high-quality product explanation video using Unreal Engine to streamline operations and enhance team workflows.
- **BudsAlike UI Revamp** – Redesigned the UX/UI and visual system of a restaurant recommendation app to enhance user conversion, leveraging data analysis and AI-driven personalization.
- **Connect Education eLearning Software** – Contributed to the design and optimization of an online learning platform for educators and parents, improving usability across web and mobile devices.
- **Superhairpieces UX Research** – Conducted user research and prototyping for an e-commerce SaaS platform, improving product navigation and enhancing customer experience for hair care products.
- **ClarityEnglish Blog Platform** – Developed a front-end WordPress blog using HTML, CSS, and JavaScript. Provided ongoing technical support and ensured responsive design performance.
- **Tachycardia A&T AR App** – Designed and launched an augmented reality music performance app for elderly users during COVID-19, enabling accessible and engaging virtual experiences.
- **Bull.B Banking Membership App** – Designed wireframes and prototypes for a membership-based banking app, improving customer onboarding flows and digital service accessibility.
- **Tiger Being Experience Design** – Conceptualized and designed the brand identity and interactive landing page for a mindfulness lifestyle brand centered on presence, reflection, and sensory experience. Developed as part of a Web3/NFT initiative, bridging digital aesthetics with real-world community events.

Skills

Design & Research
- UI/UX Design (Figma, Sketch, Adobe CC)
- User Research & Usability Testing
- A/B Testing & Data-Driven Design
- SaaS & Mobile App Product Launch
- Information Architecture & Wireframing
- Prototyping & Interaction Design

Development & Data
- Front-End: HTML, CSS, JavaScript
- CMS: WordPress, Webflow, WooCommerce
- Analytics: Google Analytics, Tag Manager, Hotjar
- Data Visualization: Dashboard Design, Power BI (basic), Tableau (basic)

3D & Motion
- Blender, Unity, Unreal Engine, 3D Max
- Motion Graphics & Explainer Videos

Marketing & Analytics
- SEO Optimization
- CRM & Automation (HubSpot, Mailchimp, Klaviyo)
- Social Media Strategy & Campaign Design

Education

Bachelor of Science in Creative Media
City University of Hong Kong
2017 – 2022
Major in Computer Science, HCI, Game Design

Higher Diploma in Multimedia Design & Technology
The Hong Kong Polytechnic University
2015 – 2017
Major in UI/UX Design, Web & Mobile Development

Licenses & Certifications

Google UX Design Professional Certificate
Issued by Google online
Jul 2022 – Aug 2022

Three.js Interactive Development
Self-paced course via threejs-journey.com
(in progress)

Interaction Design Foundation
- Mobile UX Strategy: How to Build Successful Products
- Human-Computer Interaction: The Foundations of UX Design
- Affordances: Designing Intuitive User Interfaces
- User Research - Methods and Best Practices
- Web Design for Usability
- UX Management: Strategy and Tactics
https://www.interaction-design.org/members/janice-pong

Honours & Awards

Global Game Jam 2019 – AR Award Winner (Hong Kong)
JAN 2019
Created Homee Kitchen, an AR mini-game promoting family connection through shared virtual meals. Recognized for innovation and user experience in augmented reality game design.

Languages

English   l   Cantonese   l   Mandarin