

# ANDREW (ANDY) WONG

## PRODUCT DESIGNER

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### EXPERIENCE

#### **VIBRANT EMOTIONAL HEALTH - NEW YORK, NY (REMOTE)** PRODUCT DESIGNER - AUG 2021 – PRESENT

- Serve as product designer for 988lifeline.org, the federally designated national suicide and crisis lifeline, applying trauma-informed design principles to experiences that reach millions of Americans in acute distress.
- Led end-to-end UX research and design on the crisis chat waiting experience — conducting moderated usability studies (n=9) to identify abandonment drivers and designing a clinical intervention to reduce drop-off during high-wait periods.
- Redesigned the 988 pre-chat survey flow to reduce entry friction, balancing clinical triage requirements with the acute emotional state of help-seekers at national scale.
- Redesigned 988lifeline.org homepage to improve trust, clarity, and conversion for visitors in crisis, informed by user research and GA4 behavioral data.
- Built and maintained Figma component systems ensuring visual and functional consistency across web and mobile.
- Collaborated with clinical, engineering, and communications teams to navigate Substance Abuse and Mental Health Administration (SAMHSA) compliance requirements and translate research into implementable design.
- **Live sites:** mysafetyplan.org, chat.988lifeline.org

#### **SONOVA USA - AURORA, IL (REMOTE)** FREELANCE UX/UI DESIGNER - JUN 2021 – JUL 2024

- Designed the full e-commerce experience for SoundBe, Sonova's consumer hearing health brand, spanning educational content, guided product selection (matching hearing aids to user lifestyle and needs), purchase flows, and support pages across desktop and mobile.
- Designed decision flows to help users identify the right hearing aid for their situation, translating complex audiological options into an approachable, guided experience.
- Developed a scalable icon system and reusable profile templates to support consistent brand expression across the platform.
- **Live site:** <https://soundbe.com/>

#### **BITWAVE - SAN FRANCISCO, CA (REMOTE)** FREELANCE UX/UI DESIGNER - APR 2021 – JUN 2021

- Redesigned wireframes and data-dense dashboard layouts for Bitwave, a digital asset accounting platform, translating complex financial data into clear, scannable UI.
- Established a style guide and expanded the existing icon system to support visual consistency across the product.

#### **UNICEF UK - LONDON, UK (REMOTE)** VOLUNTEER UX/UI DESIGNER - JAN 2021 – APR 2021

- Designed microsite for the International Safeguarding Children in Sport initiative, accessed by more than 60 organizations across six continents.
- Developed an icon system used throughout their collateral, infographics, and web pages to better communicate their mission to non-English speaking audiences.
- **Live site:** <https://safeinsport.org/>

### EDUCATION

**UI DESIGN PROGRAM, CAREERFOUNDRY**

**ART DIRECTION PROGRAM, THE CREATIVE CIRCUS**

**ADVERTISING/BACHELOR, SAN JOSE STATE UNIVERSITY**

**ADVERTISING/STUDY ABROAD, QUEENSLAND UNIVERSITY OF TECHNOLOGY**

### SKILLS

- Prototyping
- Interaction Design
- Wireframing
- High-Fidelity Design
- User Research
- User Stories
- User Testing
- User Flows
- Design Systems
- Spotting deals at garage sales

### TOOLS

- Figma
- Google Analytics 4
- Qualtrics
- Photoshop
- Illustrator
- InDesign

### RELEVANT EXPERIENCE

Senior graphic designer and art director in agency and corporate environments prior to UX/UI.

- Guardian Life
- JLL
- Eastdil Secured
- Newmark Knight Frank
- Young & Rubicam
- Remedy Partners
- Gigante Vaz Partners
- CirclePoint
- Van Vliet
- Hart/Howerton

### Volunteer:

- NewBeginnings Charitable Trust
- Mentor2Youth