

Emily Wong | Product Designer

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Adaptable product designer who specializes in designing for B2B SaaS. Excels at owning the design process from 0 to 1, having worked as the first and only designer at multiple startups.

Experience

Product Designer

Sept 2024 – Present

Swift Charge (Remote, Canada)

- Simplified a complex, error-prone payment experience and led usability tests to validate the redesign, which showed that 93% of users successfully understood the full payment process
- Created a tokenized design system and crafted clear design guidelines, which helped ease development and established a scalable foundation for the mobile-first web app
- Designed and launched a clean, brand-aligned website, which helped attract high-quality leads from target clients and resulted in the most contracts signed in a single quarter

Product Designer

Aug 2021 – Jan 2023

Swyched (Remote, Canada) | [Link to case study](#)

- Shipped a 0-1 enterprise SaaS web app to help businesses manage EV charging stations at scale, ultimately launching in Q2 2022 to clients with 25,000 annual charging station users
- Improved a critical SaaS platform experience by redesigning the information architecture and content based on beta testing feedback, which resulted in a 25% reduction in support tickets
- Developed clear product specs based on user needs by leading user interviews and gathering market feedback, ultimately getting CEO buy-in and helping engineers understand user stories
- Created buildable designs that allowed the team to ship features 2x faster YoY by deeply understanding technical constraints, reviewing design system guidelines with engineers, handing off interactive Figma prototypes where needed, and managing front-end Jira tickets

Product Designer

Sept 2020 – Apr 2021

Sierra Wireless (Vancouver, BC) | [Link to case study](#)

- Led user interviews to capture customer pain points and validate assumptions, then actively implemented customer feedback when pivoting the product specs for a mobile IoT app
- Shipped a high-quality MVP in a tight 8-month timeline, conducting thorough product testing alongside engineers to ensure a seamless integration with Sierra Wireless' IoT technology

Education

University of British Columbia

Bachelor of Applied Science in Electrical Engineering