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CRYSTAL KWOK

product / user experience design & research

EXPERIENCE

Stanley Black & Decker · *Senior Product Designer*   July 2021 - Present
- Lead design and research for early stage product prior to product market fit in Construction Technology to assist with defining product value & product strategy
- Increase Ease of Use & Likely to Use > 30% by showing what materials remain before Installation work can be started from understanding users' goals from research

animalfactdoodle · *Founder, Illustrator*   June 2020 - Present
- Owner of @animalfactdoodle on Instagram (> 4400 followers, shared > 56 times), where fun animal facts are illustrated; stationary sold on animalfactdoodle.etsy.com
- Increase shop revenue > 45%; increase profit > 300% from year 1 to year 2

Bluebeam · *Product Designer*   Sep 2018 - July 2021
- Lead design on established flagship cloud product (Revu Studio with 400k monthly active users), with other projects like SSO, Account Management, and Revu for iPad
- Distill complex ideas about the AEC space, like how plans change throughout an entire project cycle, from research to define features 0 to 1 & product strategy
- Save > 30 min for Enterprise managers weekly with quicker, easier management with invites, rated 4.3/5 for ease of use & a highlight of the Revu 20 release
- Increase security control & efficiency for Enterprise customers with new Permissions design & changing ownership of notes or markups

CaseStack · *Product Designer (UX)*   Aug 2015 - Aug 2018
- Research, design, and develop internal tools 0 to 1 in logistics to improve efficiency
- Develop front-end visuals & animations; create icons, illustrations, and animations
- Save a business team >15 hrs. every week with an intuitive experience to manipulate results post-algorithm for truck building and consolidation, with 100% team adoption
- Design tracking tool for addressing priority items to increase on time truck arrivals from 80% to 96% to reduce fees and increase referrals from retailers

Design Lab Don Norman, Scott Klemmer, Jim Hollan   Apr 2014 - Jun 2015
Perception and Cognition Lab John Serences · *Research Assistant*
- Assist in qualitative data coding for a paper submitted to CHI
- Present poster on improving online learning & peer feedback with qualitative research

EDUCATION

University of California, San Diego   2011 - 2015
University of Melbourne, Australia   2013

B.S. Psychology (Cognitive & Social) · Minor in Computer Science
Relevant coursework in Human Computer Interaction

SKILLS & TOOLS

Design & Research Contextual Inquiries, Usability Testing, Wireframing, User Flows, Prototyping, Axure, Invision, Photoshop, Illustrator, After Effects, Sketch, Figma, Zeplin
Programming Java, C, C++, HTML, CSS, GDB, GVIM, Git, JIRA, ReactJS (basic)