

Vivian Kwok

Senior Product Designer

SUMMARY

- Design professional with 8+ years of experience in product, UX/UI, and research
- Experience with Growth, directly impacting key business metrics under tight deadlines and upholding good user experience
- Delivers thoughtful high impact solutions that supports users and future growth

SENIOR PRODUCT DESIGNER

CLOUDTRUCKS LLC • JULY 2021 - FEB 2025

- Led projects across CloudTrucks' Virtual Carrier product and internal tools, while supporting marketing, sales, and onboarding teams.
- Balanced user needs and business goals, phasing projects for rapid execution to quickly gain feedback and drive growth.
- Projects: Driver Safety and performance scores for increased awareness and improvement of federal safety ratings. Redesigned the load search experience to increase driver bookings.

SENIOR PRODUCT DESIGNER

SURVEYMONKEY • SEPT 2017 - JAN 2021

- Design lead that supports both the Growth and Billing teams at SurveyMonkey.
- Work with multiple stakeholders to execute and deliver customer solutions across the product, including improvements to the Try before you buy experience, checkout & pricing experience, and survey creation experience.
- Run experiments to optimize various parts of the product to move key metrics, heavily focusing on conversion and engagement metrics.

WEB DESIGNER - FREELANCE

GREENRIVER FINANCIAL SERVICES • MAY 2017- OCT 2017

- Worked with the owner to redesign the homepage, strategically surfacing richer content to tell the Green River Financial story.
- Redesigned brand logo and provided illustrations for the website

UX/UI DESIGNER

IXONOS USA • AUG 2014 - OCT 2016

- Responsible for research, wireframing, prototyping, and QA, creating design guidelines and assets.
- Redesigned Al Jazeera America News app, updating the UI/UX for deeper engagement and easier content consumption.
- Collaborated on a voice-focused driving app for TCL Research America, integrating navigation features and conducted user testing.

CONTACT

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- 📍 San Mateo, CA USA

EDUCATION

Bachelor of Architecture

California College of the Arts
2011

Associate Degree, Fine Arts

City College of San Francisco
2003-2005

SKILLS

Design strategy
UX /UI design
User research
Wireframes
User flows
Competitive analysis
Visual design
Information architecture
Prototyping
Desktop & mobile design

TOOLS

Figma
Adobe Premiere