

Vivian Kwok

Senior Product Designer | SF Bay Area, CA

SUMMARY

- 8 years of experience driving product direction through research insights, experimentation, and cross-team alignment
- Leads end-to-end design and simplifies complex systems while ensuring user needs, business goals, and technical feasibility
- Brings expertise in navigating ambiguity, building 0→1 products, and strengthening team processes

SENIOR PRODUCT DESIGNER

CLOUDTRUCKS LLC • JULY 2021 - FEB 2025

- Led the designs for the core search and booking experience across mobile and web, increasing driver engagement and bookings.
- Launched internal tool features and workflows that improved team efficiency, visibility, and collaboration.
- Balanced user needs with business goals, phasing projects for rapid execution, feedback, and growth.

SENIOR PRODUCT DESIGNER

SURVEYMONKEY • SEPT 2017 - JAN 2021

- Designed for SurveyMonkey's Growth and Billing teams, collaborating with stakeholders to improve the Try-Before-You-Buy, checkout, pricing, and survey creation experiences.
- Ran experiments and optimized product flows to drive key metrics, focusing on conversion and user engagement.

WEB DESIGNER - FREELANCE

GREENRIVER FINANCIAL SERVICES • MAY 2017- OCT 2017

- Designed the Green River Financial homepage, created a new brand logo, and developed illustrations, strategically surfacing content to tell the company's story.

UX/UI DESIGNER

IXONOS USA • AUG 2014 - OCT 2016

- Applied end-to-end UX design skills, including research, wireframing, prototyping, and design guidelines, to deliver polished, user-centered products.
- Projects included: Aljazeera Mobile News App and TCL Research America Voice Driving App

CONTACT

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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