

John Rong

UX DESIGNER

johnrong.com

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EXPERIENCE

Accenture Interactive

UX / UI Designer | Sep 2017 – Present

Designed mockups & prototypes for Fortune 500 clients, such as AT&T, CDW, Farmers Insurance, Google, New Balance, and Reebok, to optimize web experiences through UX strategy, UX research, and A/B testing.

- Led 40+ design initiatives end-to-end, from initial concept through implementation, resulting in a \$120M annual revenue impact for a Fortune 200 retail client.
- Co-led a research project to identify areas of friction in product discovery through user testing, customer panels, and journey maps.
- Worked cross-functionally with project managers, developers, and analysts to ideate, launch, and iterate 30+ A/B tests annually.

Floop EDU

Designer, Freelance | Aug 2017 – Jun 2018

Redesigned the UI and UX flow of Floop, an app that makes it easier for teachers to provide feedback and for students to receive feedback.

Arlington ISD

Chemistry Teacher | Sep 2014 – Sep 2017

Developed activities, labs, and instructional strategies for On-Level, Pre-AP, and AP Chemistry that accommodated for student needs, learning styles, and skills.

- Designed courses in a learning management system utilized by 5 chemistry teachers and 700+ students.

EDUCATION

The University of Texas at Austin

Bachelor's of Chemistry | Concentration in Teaching

2009 – 2014

SKILLS

User Experience

User Interface

Interaction Design

Prototyping

UX Research

UX Strategy

Sketch

InVision

Figma

Adobe XD

Principle

Zeplin

User Interviews

Usability Testing

Journey Mapping

Heuristic Evaluation

Competitive Analysis

Customer Panels