

**Peter Chong**  
UX Designer & Product Designer  
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Portfolio: <https://squaresided.com/>

## RELEVANT EXPERIENCE

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### **Texas Workforce Commission**

*UX Designer*

McAllen, TX (Remote)

October 2024 – Present

- Design high-fidelity mockups, wireframes, and interactive prototypes to improve accessibility and usability on TWC's web platforms, ensuring compliance with WCAG standards and enhancing the user experience for diverse users.
- Collaborate with Data Analysts, CX Analysts, and department Directors to analyze current customer problems and provide recommendations to improve user experience and user journey.
- Conduct user research, and launch user surveys to gather feedback for both external and internal web platforms and implement design recommendations based on data and feedback.
- Manage website updates, including content, links, images, and documents, aligning with TWC style guides and accessibility standards. Support Web Administrators and respond to internal customer requests, ensuring timely and accurate content updates.

### **EmployBridge**

*Product Designer*

San Antonio, TX (Remote)

January 2023 – February 2024

- Designed and delivered low and high-fidelity wireframes, mockups, and prototypes for internal tools and dashboards on web and mobile platforms, leading to the launch of new and improved dashboards for internal users.
- Led the redesign and unification of EmployBridge's mobile apps, consolidating multiple brands into a singular identity, resulting in improved brand consistency and improving the overall user experience of the mobile app.
- Managed end-to-end product life cycles by identifying and reviewing complex problems, defining product requirements, and leading design reviews, resulting in successful product delivery and implementation of approved high-fidelity design solutions aligning with project timelines, business requirements and company's overall vision.
- Led and fostered cross-functional design sessions and design workshops with multiple teams including Software Engineers, Product Managers, and Business Analysts and Marketing teams, resulting in an improved collaborative environment and communication and ensure accurate design specifications and design standards are met.
- Established and maintained the Company's design system and internal applications design library within Figma for multiple web and mobile applications resulting in consistent and standardized solutions for users.

### **Ferguson Enterprises**

*Digital Product Designer*

Austin, TX (Remote)

August 2018 – January 2023

- Led strategic design initiatives and design process for new features on the Build.com mobile app within iOS and Android ecosystems. Designed and delivered wireframes, mockups, and prototypes to achieve a seamless and user-centric app experience, resulting in increased customer satisfaction and driving business growth for the mobile app.
- Conducted user research and multiple unmoderated usability tests on the Build.com mobile app cart, bench marking against competitors and industry standards to improve conversion rates. Utilized insights to spearhead a redesign of the mobile cart experience, resulting in a 3% reduction in task failure rates for changing delivery times.
- Led the design system development of the Build.com mobile app as well as the mobile app UI kit, focusing on digital assets, components, brand identity, color palettes, typography, accessibility, and design documentation resulting in a more consistent design process for current and new mobile app features and tools.
- Applied user-centered design principles by conducting moderated interviews for new Build.com mobile app features, gathering usability insights and user feedback to identify problems and customer pain points, leading to improvements of design and user experience on the mobile app.

- Collaborated cross-functionally with Product Owners, Software Engineers, and Internal Stakeholders in an Agile environment to deliver innovative mobile design solutions that aligned with business needs and improve the overall customer experience for the Build.com mobile app.

## EDUCATION

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**SUNY Rockland Community College**  
*AAS Graphic Design*

Suffern, NY  
September 2012 – May 2014

## SKILLS

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|------------------------|-----------------------------|------------------------|--------------------|
| • Product development  | • Competitive analysis      | • Usability testing    | • Javascript       |
| • Design strategy      | • Heuristic evaluations     | • Figma                | • PHP              |
| • Design systems       | • Qualitative user research | • Miro                 | • Google Analytics |
| • Mobile app design    | • User interviews           | • Adobe Creative Suite | • ServiceNow       |
| • User journey mapping | • Agile methodologies       | • HTML                 | • Salesforce CRM   |
|                        |                             | • CSS                  |                    |

## SUMMARY

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Goal orientated, empathetic, collaborative, and data driven individual. Provides design direction, support, mentors designers and assists other team members solve complex problems. Possesses full understanding of iterative product development including Agile, Scrum and Lean UX work ceremonies. Highly experienced at leveraging data-driven insights to inform design decisions and improve the overall user experience of consumer and enterprise digital products. Demonstrates commitment to the customer and advocates for the user by utilizing user-centric design principles, and design thinking. Highly experienced in designing solutions from a business perspective to positively drive results. Effectively communicates design approach and presenting design solutions to Stakeholders. Highly proficient in Figma, prototyping and design systems management.