JAYNESIS ONG

UX / UI DESIGNER & BRAND STRATEGIST

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EDUCATION

UX Design Immersive
General Assembly

Spiritual & Depth Psychology
Antioch University - Los Angeles

Multimedia Design
LA Mission College

SKILLS

RESEARCH
- Comparative Analysis
- User Testing
- Concept Map
- Personas
- User Flow
- Analytics
- Usability Testing
- Systems Thinking

DESIGN
- Info Architecture
- Interface Design
- Interaction Design
- Motion Graphics
- Wireframe
- Prototyping

SOFT
- User Interview
- Scrum
- Agile
- Presentation
- Design Leadership

TOOLS
- Axure
- InVision
- Sketch
- Figma
- Adobe Creative Cloud
  -Photoshop
  -Illustrator
  -InDesign
  -After Effects
  -Premiere
- Miro
- Usabilia
- ... I love whiteboards!

EXPERIENCE

Caesars Digital | UX Designer / Product Owner
May 2019 - Present

+ Took initiative with developing assets that is used by the team and for the organization
+ Spearheaded white-label initiative for Caesars Entertainment amidst merger with Eldorado
+ Managed a team of developers and QA personnel for digital products towards multi-State releases

Creative Interlace | Senior Product Designer
September 2017 - January 2019

+ Managed production notes, material, and personnel from Discovery, Design, and Development
+ Conducted Discovery Meetings with clients to explore their product ecosystem
+ Conducted research on product competitors, market competitors, and develop a unique MVP

Fitbit | Experience Designer
October 2016 - August 2017

+ Developed branding material for internal use by the I.T department
+ Redeveloped End-User onboarding documentation using user feedback
+ Redesigned internal I.T forms within platform constraints

UXTRON | Freelance Designer/Consultant
May 2015 - September 2016

Consulting on Brand, Design, and Experience Strategy

+ Maintained a guideline of best practices for the development of their product.
+ Shared responsibility with CTO for developing interaction models for their app.
+ Redeveloped their Checkout system to adhere towards design consistency.

... more listed on LinkedIn

Fyrst Envisions, LLC | Senior Designer
September 2015 - September 2016

+ Pivoted an idea, which revived a product that would have stopped a month after joining
+ Developed branding, designs, and pitch decks, for various business and testing purposes

General Assembly | Associate Instructor
March 2016 - August 2016

+ Mentored over two dozen students, sharing knowledge and insight to UX
+ Assisted instructors in juggling tasks and acquiring resources to enrich student life

Spylight | UX Consultant
May 2015 - August 2015

+ Created a product design flow for the production team, reinforced existing processes
+ Collaborated with Product Manager and Lead Designer on updating brand and function

"Ahoy! I am Jaynesis Ong, devoted systems thinker and total nerd! I owe my origin story to a journey from the fashion and entertainment industries, applying professionalism with design leadership as my hammer and empathy as my chisel. I look to the good in everyone, knowing that each person is the hero in their own narrative."