

Daline Ung

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I am a **product designer with experience working on SaaS products**: data-heavy internal tools, B2B products for market research, and design systems.

EXPERIENCE

UI/UX Designer @ Numerator (Remote)

Jan 2023 – Aug 2023

- Owned UX design and user research of Numerator's B2B in-platform solution for survey capabilities, Instant Survey, which saw a 40% increase in revenue from 2022 to 2023
- Designed and led user research sessions with both internal and client users, results were used to prioritize and guide product efforts and gain stakeholder alignment on upcoming features
- Designed product features focused on enhancing the user experience and improving operational efficiencies by reducing time spent on survey creation and launch
- Designed and maintained over 20 UI scalable components, icons, and design patterns on Figma for Numerator's design system library which led to an iteration speed increase of 25%
- Created low to high-fidelity wireframes and prototypes used to lead design review sessions with cross-functional teams of internal stakeholders, product, and engineering

Associate UI/UX Designer @ Numerator (Remote)

Jan 2022 – Dec 2022

- Owned UX design and user research of internal tools to empower employees while also ensuring business alignment of both data abstraction and data enrichment operations teams

Web Assistant @ Etendard Web Inc (Montreal, Canada)

Mar 2016 – Aug 2018

- Created mobile-first email campaigns through MailChimp for B2B and B2C while ensuring deliverability and CAN-SPAM adherence
- Created graphic assets for social media posts on various platforms such as Facebook, Instagram, and Pinterest

EDUCATION

Cégep du Vieux Montréal

Studies in 3D Animation

2009 – 2011

Université du Québec à Montréal

Studies in Graphic Design

2007 – 2008

SKILLS & INTERESTS

- **Skills:** user interface (UI), user experience (UX), design systems, documentation, prototyping, wireframing, user research, usability testing, information architecture, HTML, CSS
- **Design tools:** Figma, FigJam, Adobe Illustrator, Adobe Photoshop
- **Other tools:** MailChimp, Braze, SurveyMonkey, WordPress, Notion, Jira, Confluence