Kent Situ
Product Designer

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Experience

Search Party • Founding Product Designer & Engineer
Oct 2023 – Present • San Francisco, CA (Remote)

Designed, developed, and launched key features for Workmaps, a platform to find local jobs. Conducted A/B testing to optimize features, resulting in 25% increase in revenue. Collaborated cross-functionally to align designs with user and business needs.

Freelance • Product Designer
Nov 2019 – Sep 2023

Worked with early-stage startups to transform conceptual ideas into intuitive designs. Led user research, prototyping, and testing. Presented polished deliverables to stakeholders. Contributed to iterative product development, enhancing user experiences.

Catalist • Cofounder & Product Designer
Jun 2020 – Jun 2021

Led design efforts for a social utility app, driving the product vision and user experience from concept to launch. Collaborated with a small, agile team of three to launch the MVP in the App Store, achieving a 42.9% DAU/WAU ratio within two months.

Better Ads • Visual Designer
Sep 2018 – Oct 2019

Designed Shopify stores, product pages, and click funnels, as well as branding and advertising materials. Utilized A/B tests to refine designs, resulting in a 45% increase in customer engagement and a 10% boost in conversion rates.

Better Ads • Marketing Designer
Jan 2017 – Sep 2018

Designed and optimized ad creatives and landing pages, improving CTR by 15%. Tested hundreds of e-commerce products with media buyers and developed a comprehensive onboarding program for new hires.

Side Project

Roast or Toast
Designed and built a responsive social feedback web app from zero to one. Build uses Next.js, Tailwind CSS, Typescript, and Firebase.

Education

UC San Diego
BS in Psychology
Minor in Business

Skills

Wireframing
Prototyping
User Research
User Interviews
Interaction Design
Visual Design
Mobile Design
Usability Testing
Product Strategy
Copywriting
A/B Testing

Tools

Figma
Adobe XD
Illustrator
Photoshop
After Effects
Premiere Pro
HTML & CSS
Tailwind CSS
Typescript
Next/React.js