I’m Jennifer Wong, a Product Designer who advocates for forgotten humans.

💼 Co-founder at Empathie Health 📍 San Francisco Bay Area, CA 📧 jwongg@berkeley.edu

With a focus on **Applied AI Design**, I have **6 years** of industry experience designing for **enterprise SaaS** and **consumer** experiences across **mobile**, **desktop**, **web**, and **integration platforms**. I have experiences building businesses and consulting startups in addition to working with small to global companies (Dropbox, Procore).

Resume

Work Experience

Co-founder & CEO / Empathie Health (a Skydeck Pad-13 Incubator Company)
Jan ‘22 - Present, Remote

• Co-founded a mobile mental health tech startup focused on empowering underrepresented audiences with personalized strategies for managing their stress self-sufficiently
• Manage and collaborate with team of 18+ people (therapist content creators, marketing, design, product, interns etc.)
• Collaborate with Clinical Director, engineering, product, and design to define MVP and market segmentation
• Collaborate with CTO to determine technical infrastructure and machine learing personalization model
• Develop company vision and execute strategies to achieve it across product, design, and marketing
• Established design system, co-authored illustrations, and worked with Content Design to create UX writing guidelines

Product Design Consultant / Chaser (UC Launch Accelerator)
May ‘22 - Present, Remote

• Collaborated with CEO, CTO, and Product Management Advisor to define and launch MVP, a task management tool via integration platforms (Chrome, Slack integration)
• Identify and research unknowns with problem space to help determine product-market-fit
• Define product vision and strategies in addition to plans on how to execute them
• Lead research and design while managing product design report
• Establish design system for streamlined communication across engineering, product, and design

Founder / Product Design Fam
Mar ‘21 - Present, Remote

• Founded an online part-time product design bootcamp to help aspiring designers break into the industry
• Develop, iterate, and teach 12-week design curriculum to cohorts of approximately 10 students
• Successfully helped 30+ students land roles at Amazon, Square, Yahoo, EA Games, Intuit, DirectTV, and more
• Gained over 6 figures in sales within first year of launching business

Product Designer / Dropbox
Mar ‘19 - Jul ‘21, San Francisco, CA

• Designed products that spark collaboration through the exchange of shared cloud content across mobile, desktop, email, and web platforms for business and personal users
• Identified, prioritized, and solved user problems with scalable plans of action in addition to defining product roadmap
• Proactively identified issues with non-Dropbox-user signup journey, spearheaded redesign, and influenced 4 cross-functional teams to collaborate — resulting in increased Sharing WAU by 4%, ~450K ARR, and signup rates by 13%.
• Designed signup feature on restricted shared content that increased business customers by 72%

Product Designer / Procore Technologies
Sep ‘17 - Feb ‘19, Santa Barbara, CA

• Previously responsible for end-to-end UX research and design process for mobile/web financial solutions for cloud-based construction management software and tech unicorn, ranked #5 on Forbes Cloud 100
• Led product discovery and created scalable deliverables consistent with Procore’s product portfolio of 40+ tools
• Spearheaded research and redesigned fund transfer feature — improving speed of fund transfer by up to 172%

UX/UI Designer (Contract) / Caseology
Oct ‘16 - Jun ‘17, Los Angeles, CA

• Lead research and design for e-commerce smartphone accessories store, among the top 10 sellers on Amazon
• Ran A/B tests, analyzed site metrics, and sales conversion funnels to identify low-performing areas of the site
• Contributed to 250% increase in sales conversion and 60% reduction of homepage abandonment by overhauling and simplifying website

AI-focused Projects

Cultivate / Python
Nov ‘21 - Dec ‘21,

• Created an iOT office plant that auto tracks microagressions as a way to promote gender equality in the workplace.
• Programmed automatic timestamps and microagression trackers on Google Sheets based on speech input by using Sheets and Drive APIs

Mental Health Toy / Python
Nov ‘21 - Dec ‘21,

• Designed a mental health toy for blind children; product teaches coping mechanisms based on child’s mood
• Used Google NLP’s API to capture speech input. Programmed speech to action capabilities, which would vibrate and deliver coping mechanism via speech outut based on user’s speech input (i.e. “I’m feeling sad today)

Patent

Computer System and Method For Creating, Assigning, and Interacting With Action Items Related To Collaborative Task (Pub No. US 2020/0201496 A1, June 2020)

Designed a feature that allows users to type an action when assigning a comment, which then becomes a link. The assignee can click the link to initiate that action, pre-populated with info, and speed up time to complete the task.

Honors

KPCB Design Fellows Finalist
2016

Distinguished Scholar Award / UC Berkeley MDes
2021 - 2022

Skills

Product Design: Mobile, web, visual design, interaction design, user research, product strategy, animated prototyping

Programming: HTML, CSS, and basic understanding of Javascript, jQuery, C, Python, SQL

Tools: Figma, Sketch, Adobe Illustrator, Photoshop, Principle, Google Analytics

Education

University of California, Berkeley / M.Des Master of Design (Jacob’s College of Engineering and Innovation)
Expected graduation date - Fall 2022

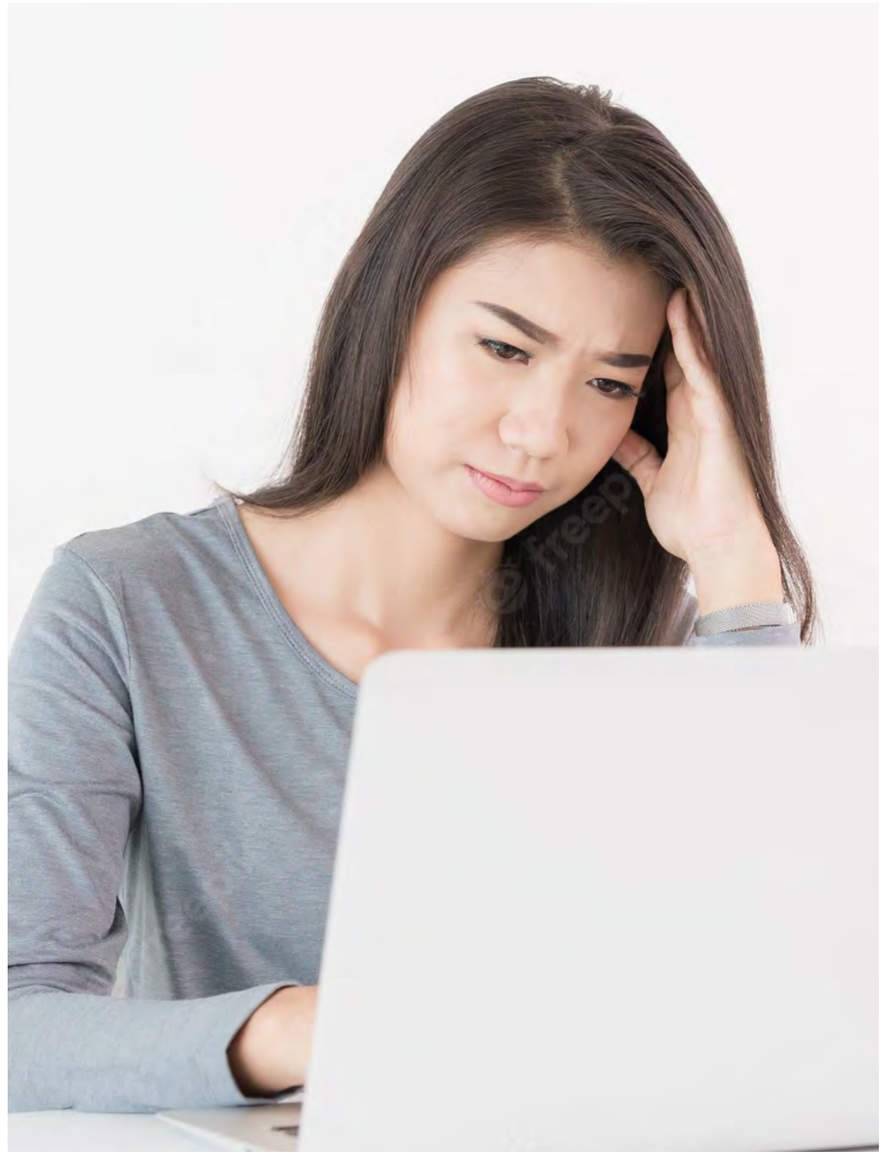
University of California, Los Angeles / B.A. Sociology, Minor in Classics
Sep ‘12 - Jun ‘16

Problem Finding

Based on 50 interviews, I learned that Asian Americans struggle with mental health due to resources lacking inclusivity and accessiblity

Starting with Asian Americans first **before expanding to other intersectional groups**, I led research and design alongside Product Design interns. We learned that motivation or utilization of mental health support was affected by:

1. Mental wellness resources lack a cultural understanding of their Asian American experiences (i.e. intergenerational trauma)
2. Resources like therapy are unaffordable or too time-consuming
3. Resources lack credibility



Creating Mental Health Content

I recruited 5 licensed Asian American therapists to become content creators for Empathie's original mental health topics (videos + activities) for Asian Americans

Inspired by Empathie's mission and founding story, I was able to recruit a handful of therapists to create original mental health content. Our team opted for this route, given how difficult it was find culturally responsive content that was action-oriented, not full of jargon, science-backed, and created by credible authors.

Dr. Amanda Tan
Licensed Clinical Psychologist

Dr. Theresa Hsu-Walklet
Licensed Clinical Psychologist

Dr. Aileen Fullchange
Licensed Clinical Psychologist

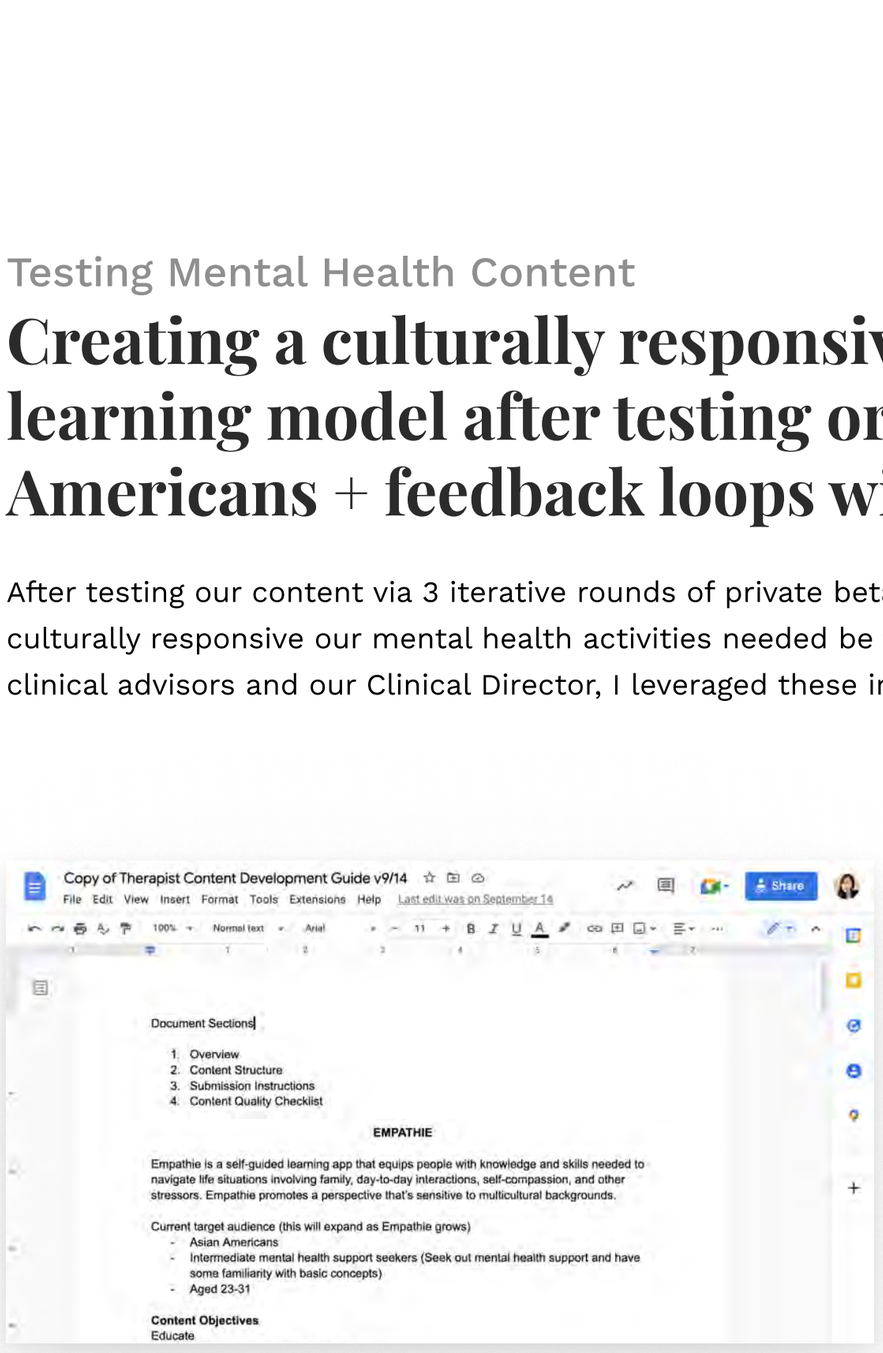
Briana Liu
Licensed Professional Counselor

Christina Kuo
Licensed Professional Counselor

Testing Mental Health Content

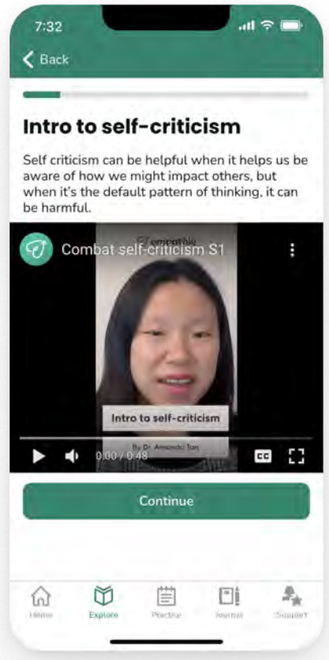
Creating a culturally responsive, easy, and action-oriented learning model after testing original mental content on Asian Americans + feedback loops with therapists

After testing our content via 3 iterative rounds of private beta with ~50 users, we learned *how* bite-sized, action-oriented, and culturally responsive our mental health activities needed be without being overwhelming or too vague. In collaboration with clinical advisors and our Clinical Director, I leveraged these insights into creating and interating our content learning model.



Learning model guidelines

Testing & Iteration

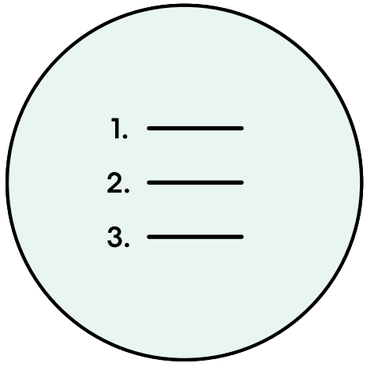


Private beta of mental health videos and activities

Building MVP

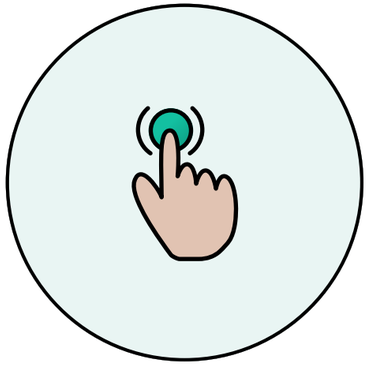
Signal in likeliness to pay for Empathie, based on private beta testing, gave confidence for our team to determine core features needed to build our MVP

Across 100 participants, I conducted a feature prioritization survey after exploring what experiences were most valuable to helping Asian Americans acheive their mental wellness goals. The results, in addition to collaborating with our CTO to determine technical feasiblity, helped us narrow to follow features — focused on achieving the “stickiness” factor and user retention.



Step-by-step content

Videos and activities broken out into consumable steps



Interactive inputs

Tapping, forms, checkboxes, text fields

Personalized mental health

Based on history (i.e. Asian background) + user behaviors

Frequent mood check-in

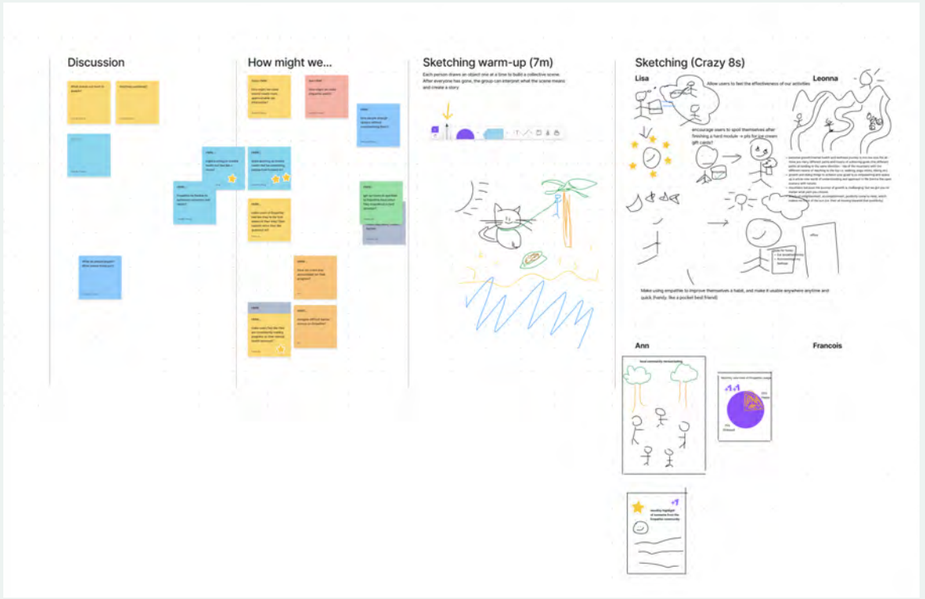
Record mood to build self-awareness

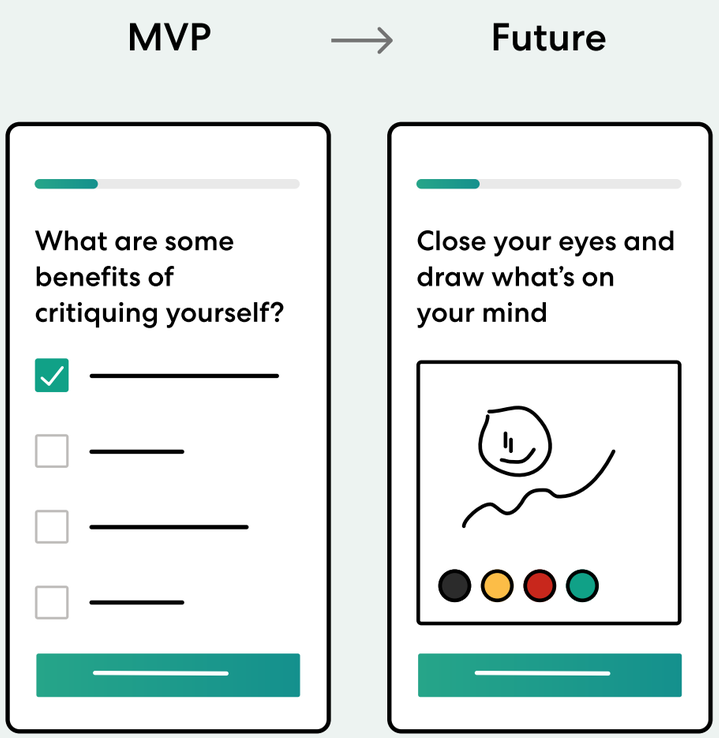
Design Sprint For Future Thinking

Envisioning how our MVP might evolve into the best, go-to mental wellness resource to ensure scalability

I led a design sprint (team brainstorming) with Clinical Director, CTO, COO, and members of the Product Design Team. This helped us form an aspirational direction that would later guide our product roadmapping, keep our development teams hopeful of our rudimentary MVP, and consider how our MVP might scale to support future experiences (i.e. drawing abilities as an evolution from checkboxes)

Design sprint (top), Example of designing for scalability (bottom)



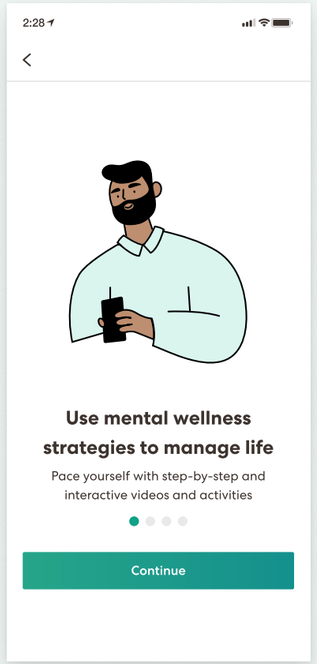


Content Explorations

Establishing copy guidelines to create an approachable, relatable, and empowering mental health journey

I collaborated with our Content Design intern to explore and test copy explorations on product screens — ranging from onboarding to individual mental health topcis — while software development was in flight with the goal. Our frameworks are designed to help users to stay motivated in their mental journey, given that this journey can feel intimidating and tedious.

After 2 rounds of usability testing across 6 participants, we were able to achieve approachable, relatable, and empowering tones tones across our MVP.



- What users will receive and how they'll benefit
- How a user will achieve mental wellness strategies

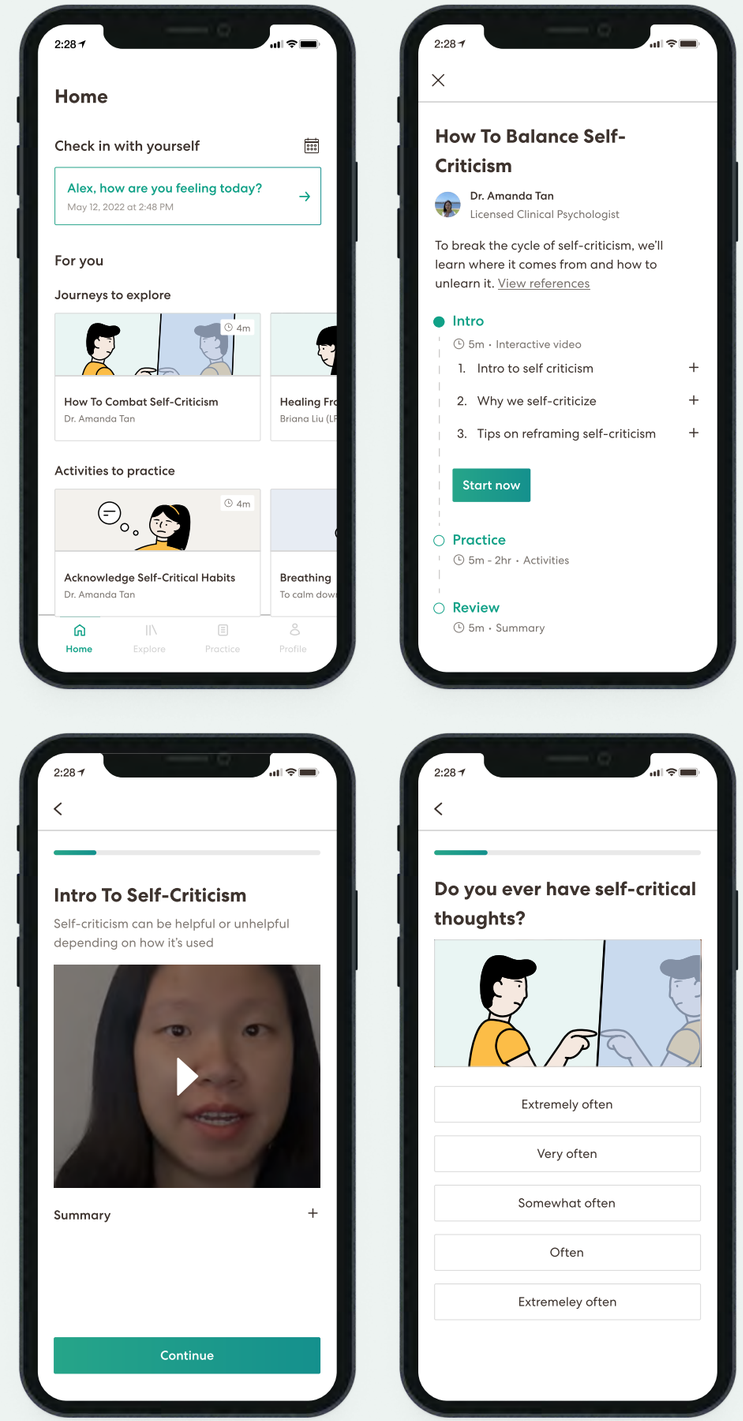
Final Design

Launching Empathie in 2023 to test for product-market fit within Asian American audience

I established the design system, brand guidelines, and illustration library for more streamlined team communication across engineering and design. In addition, the co-founding team and I collaborated with the New Business Berkeley Law Clinic to create terms of agreement, therapist contracts, and more.

These components of creating a tech startup have helped us finalize our product launch for January 2023. To view the prototype, visit https://www.figma.com/proto/gHUnWwSee82MswzdxMPKaJ/Empathie-Public-Beta-(MVP)-Design-Spec?node-id=172%3A13006&scaling=min-zoom&page-id=172%3A13006&starting-point-node-id=1843%3A19632&show-proto-sidebar=1

User experience of exploring and learning about personalized mental wellness strategies



Personalized homepage according to cultural background and wellness goals

Addressing Cultural Complexities In Mental Health (AI + Mobile)

Empathie / B2C / Mobile / Mental Health/Health Tech

Through Empathie, a self-guided and culturally responsive early mental health intervention mobile app, and as part of my grad school thesis for UC Berkeley, I explore how to personalize support for Asian Americans (ages 18-31). I've designed and visualized an AI/machine learning personalization model that predicts mental wellness advice.

TIMELINE

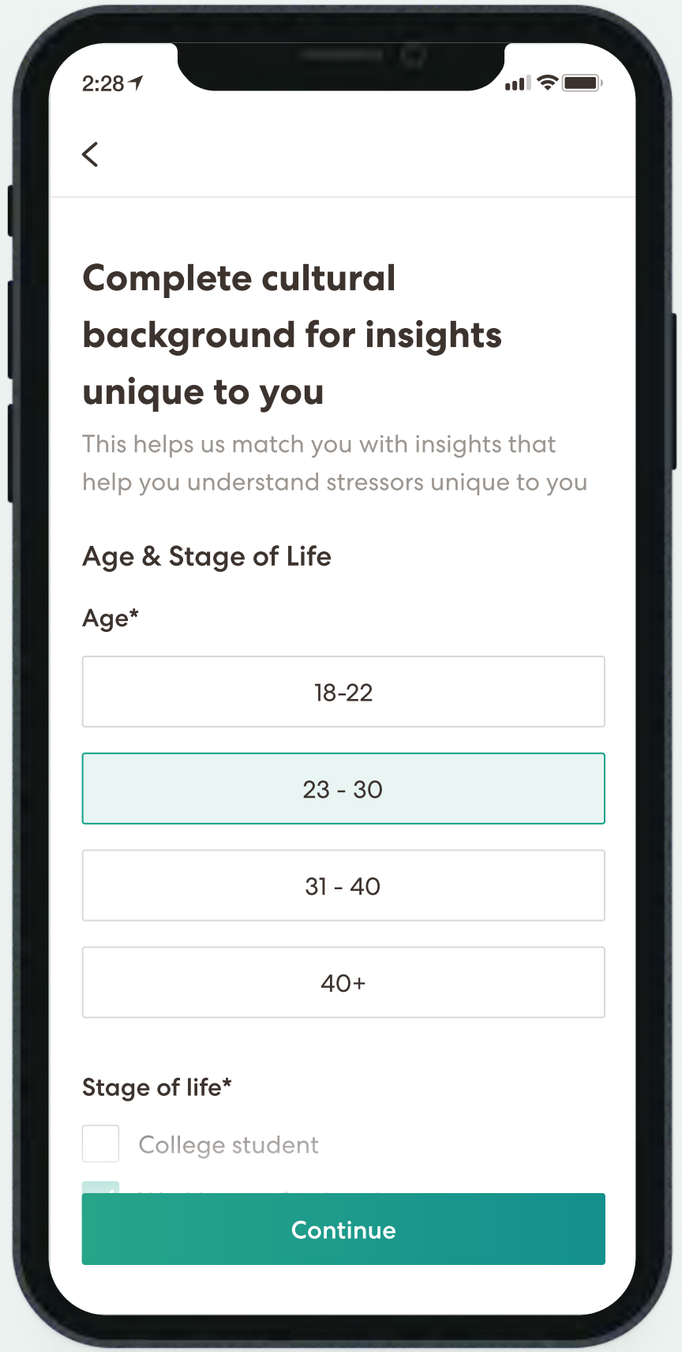
3 months (Aug - Nov '22)

ROLE

Co-founder & CEO (Product Design emphasis)

RESPONSIBILITIES

Data visualization, user research, visual design, IXD



Problem Finding

When Asian Americans receive that's meant to be personalized but is unrelatable, it creates emotional distrust of advice

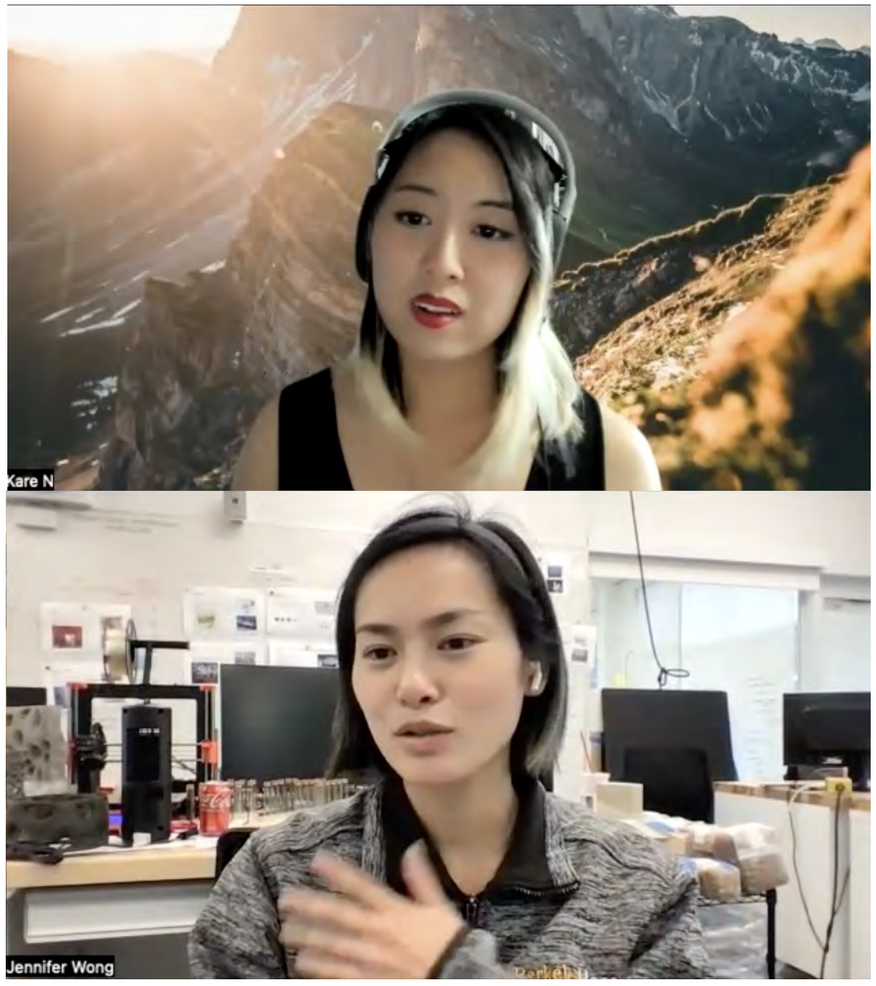
According to Kilo Health, "self-therapy" mobile apps have proven to be effective at helping a generalized population of people treat mild to moderate symptoms of depression without seeing a therapist. However, these apps aren't as helpful for minorities like Asian Americans due to the lack of representation of cultural stressors like the 339% increase in Asian hate crimes reported by NBC News.

User Research

According to 8 user interviews, specific life situations is one of the most important data points in personalization

To identify what data points affect levels of personalization, motivation, and self-efficacy, Proud (Product Design Intern at Empathie) and I conducted interviews with Asian American who have felt frustrated when receiving personalized mental health support.

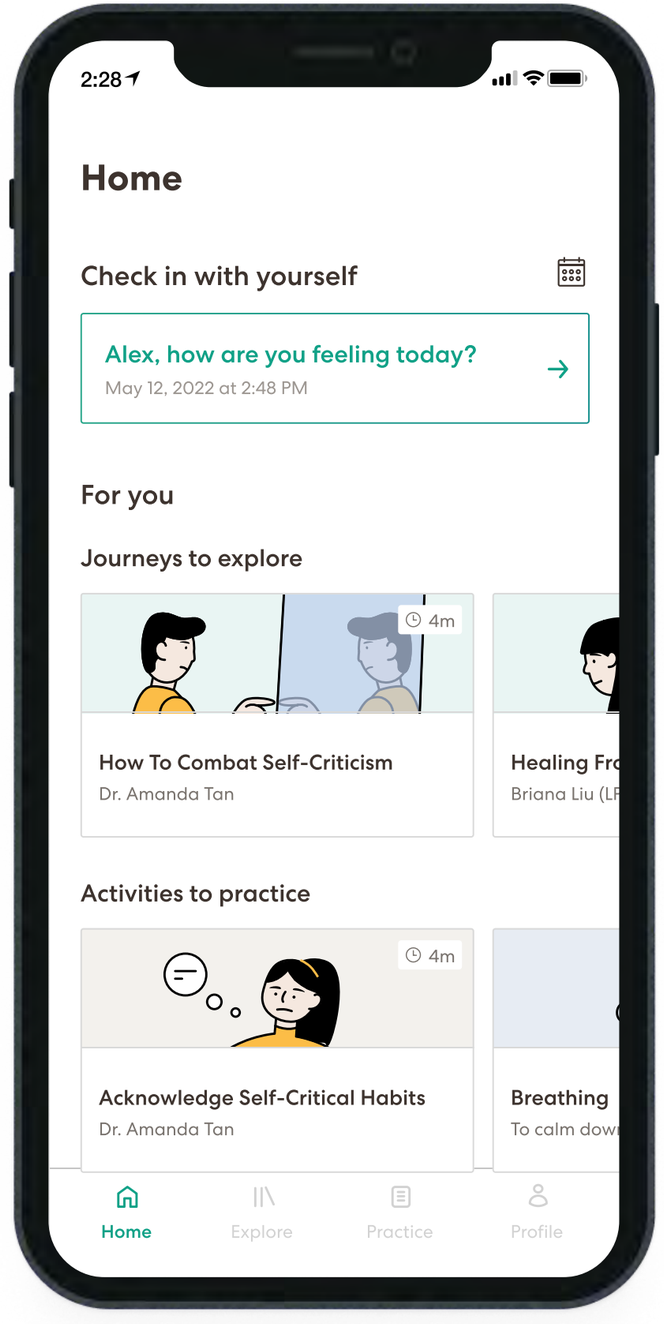
These interviews supported my hypothesis of support that people often feel distrustful of advice due to differences in cultural identities.



Informational Interviews

Understanding the mechanics of Empathie's personalization model to address issues of overgeneralization today

I learned thatt our model is over-generalizes people rather than putting them into more targeted communities — leading to irrelevant personalization results. Understanding the mechanics, feasiblity, as well as the risk of over-generalizing based on the data points alone, this inspired me design a personalization model with more variables that could adapt to numerous and a broader range of communities.



Informational Interviews

Incorporating existing and proven clinican models for addressing cultural complexities into our personalization model

I collaborated with Dr. Amanda Tan, who suggested that leverage the ADDRESSING Model and Framework, a framework used by clinicians like herself to address cultural complexities. For organizing topical categories for mental health topics, she suggested applying Bronfrenbrenner's Socioecological theory to help organize according to micro to macro systems of impact.

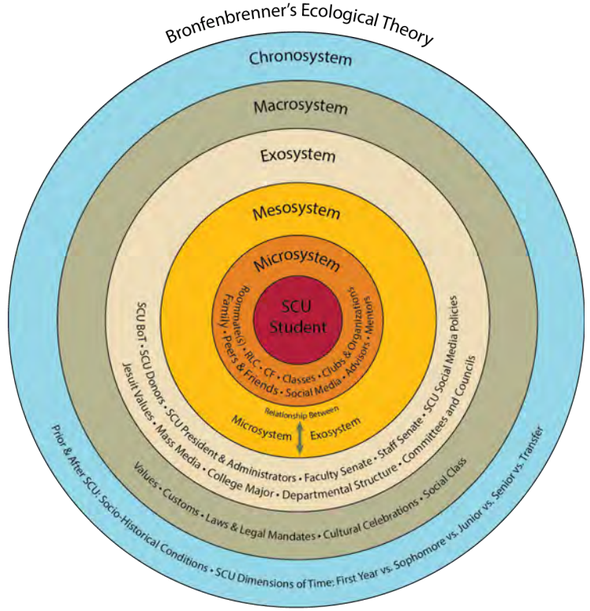
This helped me prioritize cultural attributes according to what's most broad and organizing topics according to self, personal relationships, work, school, and society.

ADDRESSING Model Framework and Overview

Cultural characteristic	Power	Less power
Age and Generational Influences	Adults	Children, adolescents, elders
Developmental Disability	Temporarily able-bodied	*Individuals* with disabilities
Disability Acquired Later in Life	Temporarily able-bodied	*Individuals* with disabilities (e.g., multiple sclerosis or dementia caused by stroke)
Religion and Spiritual Orientation	Christians	*non-Christian*
Ethnicity/Race Identity	White or Caucasian	*Persons* of color
Socioeconomic Status	Owning & Middle Class (access to higher ed.)	People of lower status because of occupation, education, income, or rural habitat
Sexual Orientation	Heterosexuals	Gay, lesbians, and bisexual people
Indigenous Heritage	Non-native	Native
National Origin	U.S. born	Immigrants, refugees, and international students
Gender	Male	Women, transgender, and intersex people

Hays, P. A. (2001). Addressing Cultural Complexities in Practice: A Framework for Clinicians and Counselors. Washington, D. C.: American Psychological Association.

**Please note: The influences and examples of corresponding minority groups provided within the A.D.D.R.E.S.S.I.N.G. model are applicable within United States and Canada.*



Exploring Data Visualizations

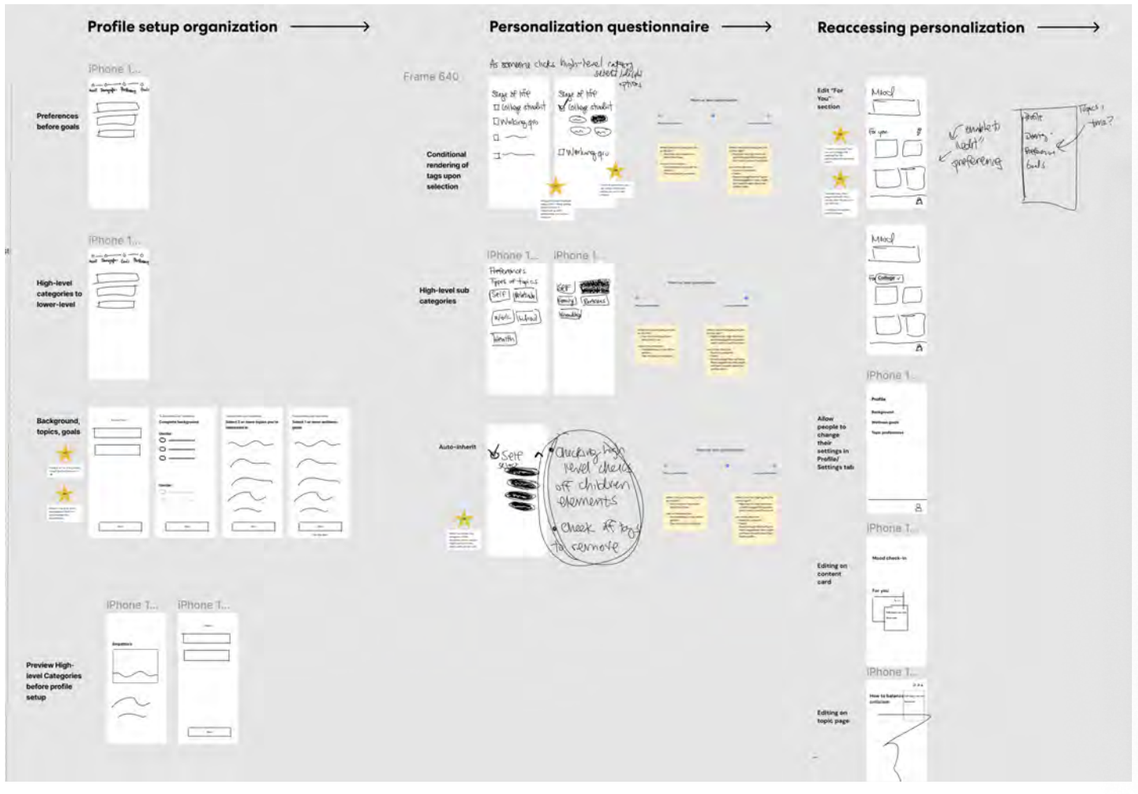
Visualizing the relationship between cultural attributes + topic categories to increase team understanding

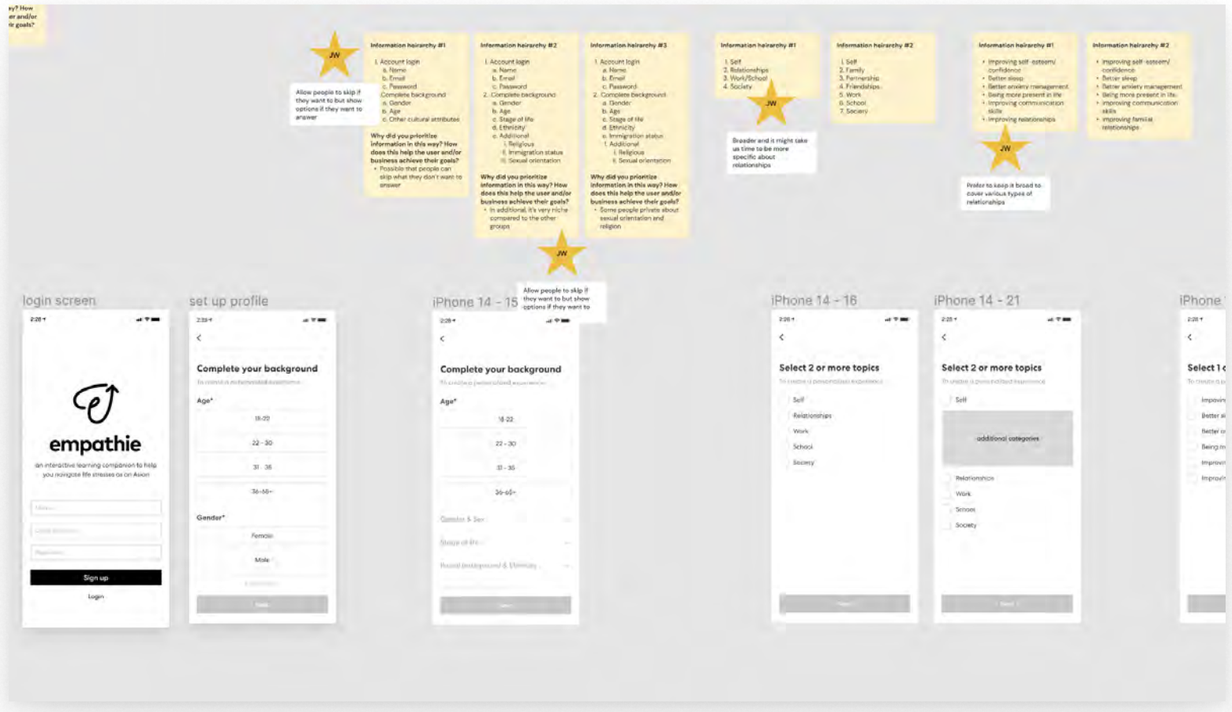
Organizing the personalization model more easily helped me consider what data points to be reflected in the personalization questionnaire upon a new user signing up for Empathie.

Design Explorations

Exploring how to incorporate cultural attributes + topic preferences in Empathie without being overwhelming

Across 13 participants and 2 rounds of usability testing, research outcomes demonstrate that culturally-responsive support can be more impactful and personalized through AI/mobile technologies, even if it's based on only 2 data points — having self-critical behavior and an Asian cultural background.

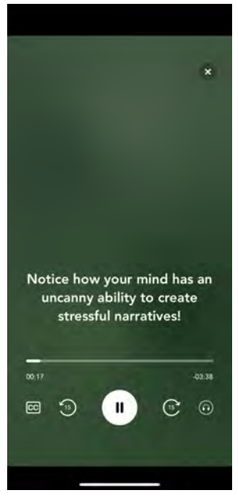


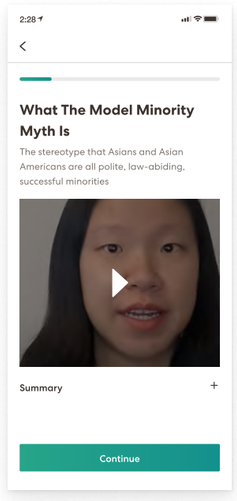


Testing

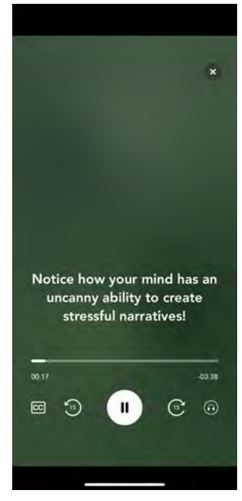
Culturally responsive support can be more impactful, personalized, and motivating when distributed through AI/ Mobile technologies, based on 13 usability test participants

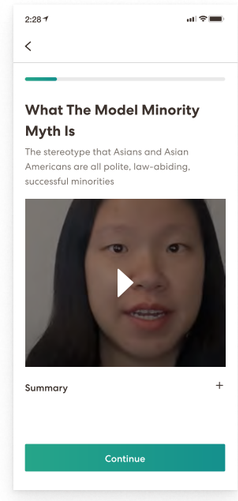
Bloom (industry competitor) was considered more personalized because of their questions regarding how users behaved in the present despite the survey being much lengthier. This helped me incorporate these questions into final design in addition to requesting cultural attributes.





	Generalized video on stress	Culturally-responsive video on stress	
Avg. Level of personalization	5.56/7	5.89/7	▲ .33
Avg. Level of motivation	5.78/7	6.33/7	▲ .55
Avg. Level of self-efficacy	5.44/7	5.33/7	▼ 2





	Generalized video on stress	Culturally-responsive video on stress	
Which felt more personalized?	11%	89%	▲ 78%
Which felt more motivating?	11%	89%	▲ 78%
Which felt more self-effiacious?	67%	44%	▼ 23%
Rating of usefulness to include	5.11/7	6.44/7	▲ 1.33

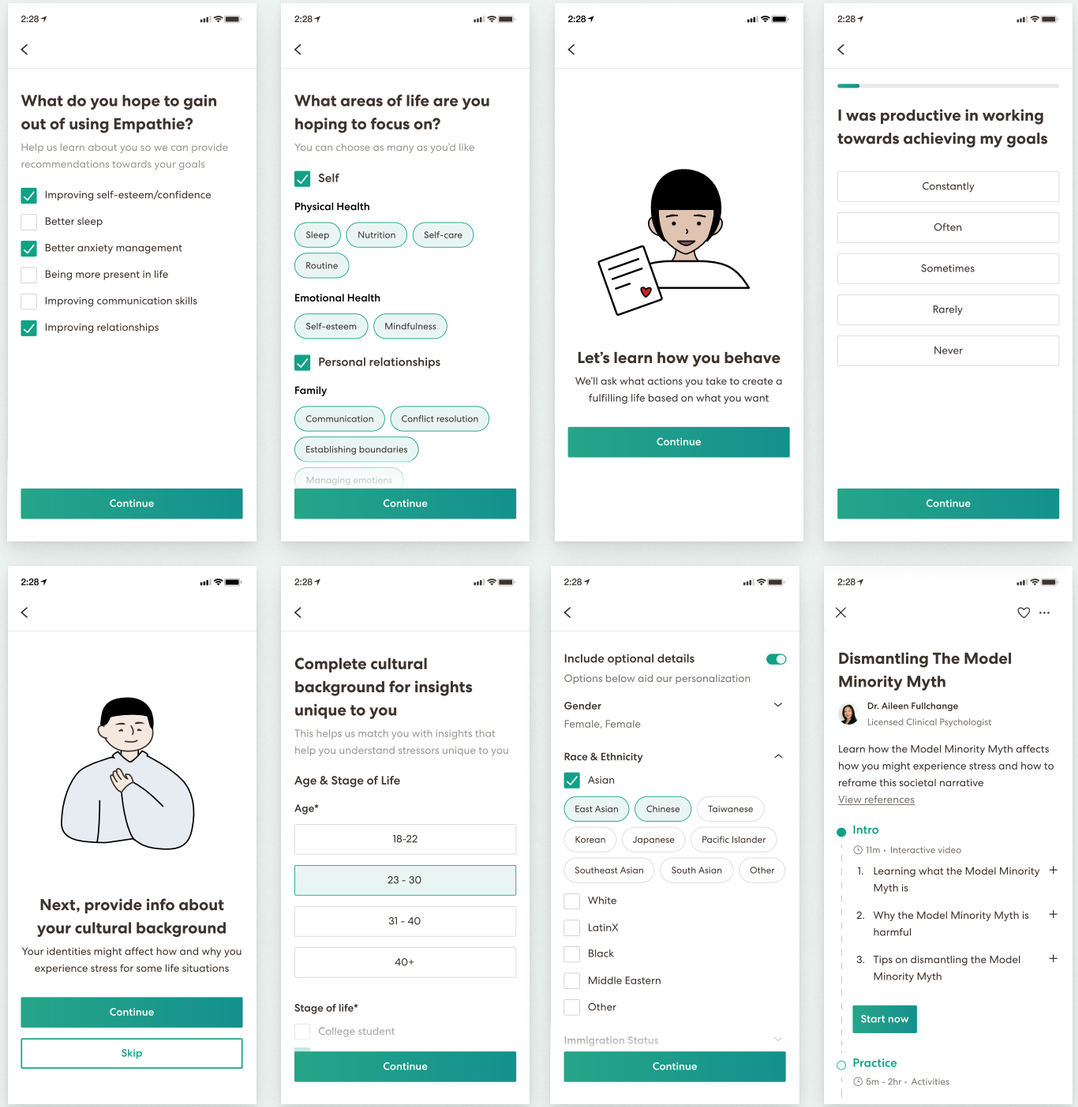
Final Design

Personalization based on how a person behaves in the present while considering their cultural background

In an example persona, imagine Taylor Chang is an Asian American woman who signs up for Empathie and completes a personalization questionnaire. Based on her inputs, she's recommended personalized topics, such as the Model Minority Myth.

This helps Taylor with understanding where her stress comes from. Over time, she improves her mood as she gains strategies on how to reduce her stress.

Cognitive, behavioral, and mindfulness assessments (top), Cultural background (bottom)



Problem Finding

Busy adults (18-34) experiencing mild to moderate symptoms of anxiety and depression struggle to manage their stress self-sufficiently

Problem Finding

Busy adults (18-34) experiencing mild to moderate symptoms of anxiety and depression struggle to manage their stress self-sufficiently

Focused on Asian Americans to start for go-to-market strategy because of co-founders shared identities and immediate access to these networks.

Led research and design alongside Product Design interns — conducting 100+ user interviews with Asian Americans and licensed therapists

1. Mental wellness resources lack of cultural inclusivity
2. Difficult to access relatable mental wellness resouces
3. Resources lack a preventative focus to maintain mental fitness
4. Resources lack credibility

Making Mental Health Support Accessible For Blind Children

UC Berkeley Technology Design Foudations / AI / iOT

I created an interactive, calming, and tactile bedside toy that automatically provides mental health strategies based on the emotions that a visually impaired/blind child is feeling through human voice, dog barks, and vibrations.

TIMELINE

9+ months (Jan ‘21 - Present)

ROLE

Co-founder & CEO (Product Design emphasis)

RESPONSIBILITIES

User research, visual design, IXD, product strategy, product management

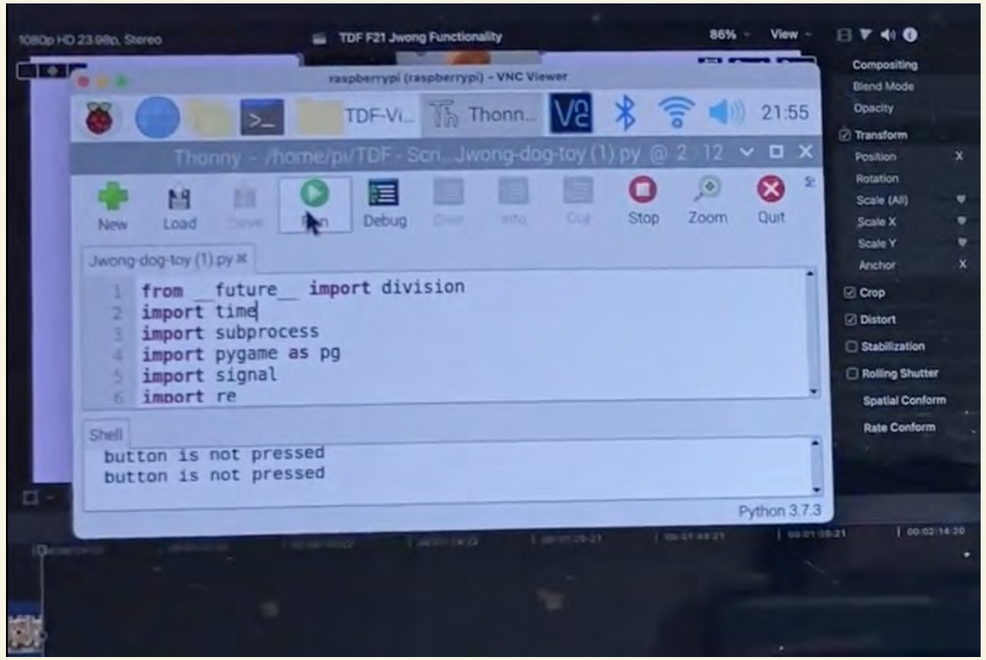
Design Process

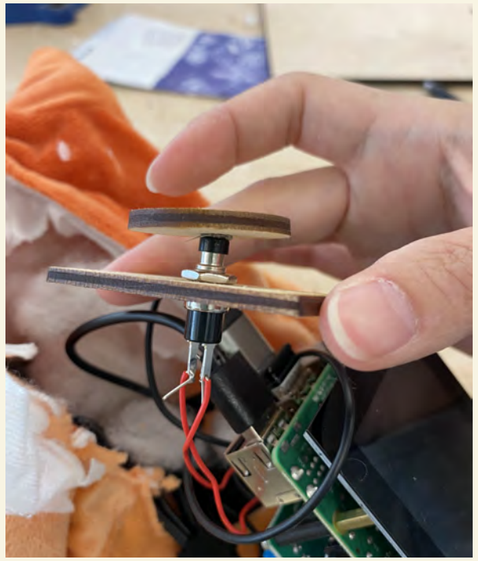
Designing and programming a button that triggers speech input and uses NLP

I fabricated a button with braile so children could easily access the soft toy and feel soothed.

1. Blind/visually-impaired child presses button

2. Child can state emotion and script detects the keywords that trigger a vibration and unique audio output, the mental health strategy for cope with said emotion





Designing conditional statements to provide tailored mental health strategies

Example mental health strategy:

Input = Button, speech (“happy)

Output = Bark sound (happy), Mental health strategy (happy)
“I’m so happy that you’re feeling happy today. You should be proud of yourself. Give yourself a pat on the back.”

View demo at:
https://www.youtube.com/watch?v=Jog-LDX3gzs&feature=emb_title

Auto-Tracking Gender Inequality In the Workplace

UC Berkeley Technology Design Foudations / AI / iOT

In collaboration with a team of designers, I created an iOT office plant that auto tracks microagressions as a way to promote gender equality in the workplace. I programmed automatic timestamps and microagression trackers on Google Sheets based on speech input by using Sheets and Drive APIs.

TIMELINE

2 months (Nov - Dec ‘21)

ROLE

Product Designer (Programming emphasis)

RESPONSIBILITIES

User research, programming

Problem

Women experience *discrimination* in the workplace — resulting in pay inequities and unsafe work environments

It costs 6 to 9 months' salary on average to replace an employee. Based on user research with 5 interviewees, we identified that

Discrimination is underreported — causing it to persist because of:

- Lack of awareness of microagressions
- Lack of tangible evidence of discrimination
- Lack of accountability to uphold fair behavior

Design Goal

Increase reporting of gender discrimination to raise awareness of microagressions

Our team created the concept of an iOT plant, designed and fabricated by Benal Johnson. Our goals were to:

- **Increase awareness** of microagressions by automatically tracking them
- **Create tangible evidence** of discrimination by documenting when the microagression was made and where (room plant is in)
- **Increase accountability** to uphold fair behavior by creating weekly reports to demonstrate progress that indicates what actions should be taken

Risks:

- Privacy concerns

Creating mechanism to allow plant to wilt or flourish upon tracking microagression

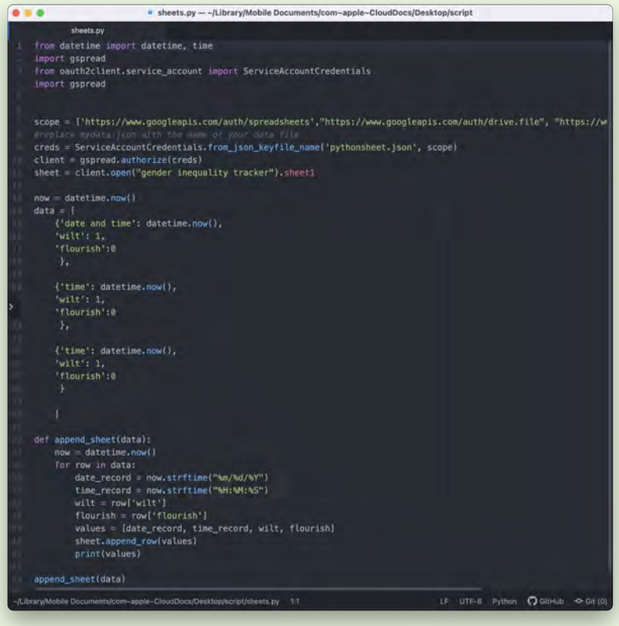
Technical Contribution

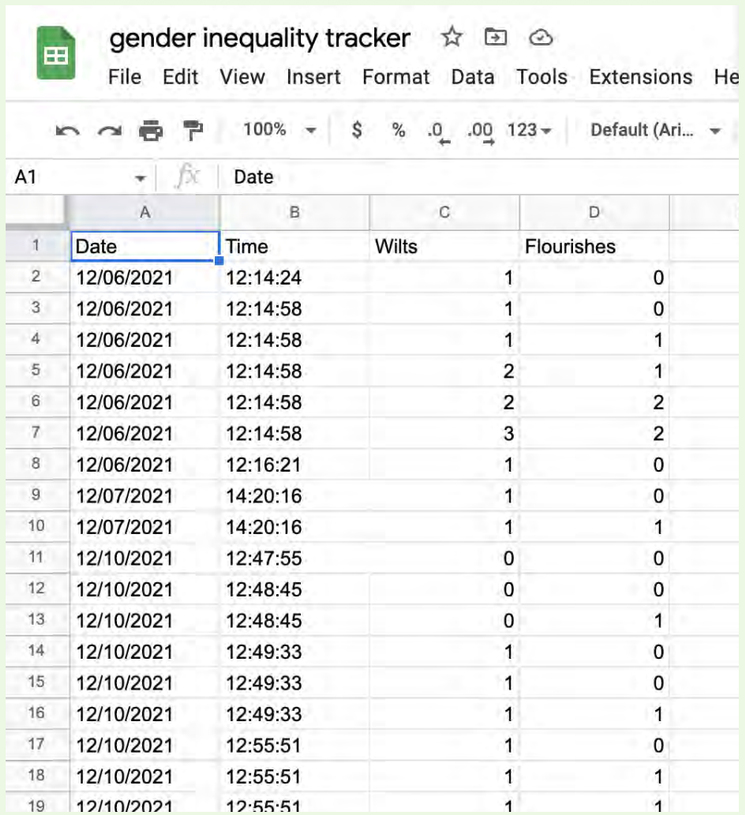
Creating automatic timestamps upon detecting microagressions by leveraging Google APIs

Using Google Sheets and Google Drive APIs, I programmed our algorithm to automatically record timestamps in addition to whether or not our plant wilted (microagression) or flourished (positive statements).

This information could then be used to in accountability reports that could track quantitative progress over time.

Programmed automatic reporting of microagression





gender inequality tracker

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4	12/06/2021	12:14:58	1	1
5	12/06/2021	12:14:58	2	1
6	12/06/2021	12:14:58	2	2
7	12/06/2021	12:14:58	3	2
8	12/06/2021	12:16:21	1	0
9	12/07/2021	14:20:16	1	0
10	12/07/2021	14:20:16	1	1
11	12/10/2021	12:47:55	0	0
12	12/10/2021	12:48:45	0	0
13	12/10/2021	12:48:45	0	1
14	12/10/2021	12:49:33	1	0
15	12/10/2021	12:49:33	1	0
16	12/10/2021	12:49:33	1	1
17	12/10/2021	12:55:51	1	0
18	12/10/2021	12:55:51	1	1
19	12/10/2021	12:55:51	1	1

Final Design

An automatic, aesthetic, and integral way to track gender inequality

In the digital screen, represented by Raspberry Pi, it records how many “wilts” or “flourishes” have been automatically detected based on Sentiment Analysis (by Hannah Bartolomea).

This information is automatically sent to Google Sheets and displays what happened (my contribution).

When the plant flourishes, it turns green. When it wilts, it turns red.

You can view the demo at:

https://www.youtube.com/watch?v=b7AFDVn6PH4&feature=emb_title

Neopixel ring shines green light if positive speech is detected and a flourish effect is created

Neopixel ring shines red light if negative speech is detected and a wilt effect is created

Design Explorations

Exploring how to incorporate cultural attributes + topic preferences in Empathie without being overwhelming

To guide the design process, my explorations were focused on:

1) Give people autonomy to choose what's important to them at the moment
2) Keep the experience simple and lightweight to start mental health journey
3) Make it easy to reaccess & re-configure settings
4) Make it flexible to personalize provide high-level or more detailed data points