Vivian Capulong

PRODUCT DESIGNER

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ABOUT ME

I'm a creative Product Designer with 8+ years of experience and a passion for human-centered digital experiences. My design philosophy revolves around data-driven and design thinking, transforming complex systems into simple and user-centric solutions, and building compelling design systems.

SKILLS & COMPETENCIES

Design

- UX & UI Design
- Interaction Design
- Visual Design
- Prototyping
- Information Architecture
- Figma, Sketch, & InVision
- Adobe CC

User Research

- Interviews & surveys
- Qualitative analysis
- Usability testing

Programming

- HTML, CSS, & Javascript

EDUCATION

UC Santa Cruz

- BS IT Management

Nielsen Norman Group

- UX certification, specialty in Interaction Design

EXPERIENCE

Product Designer, Freelance   Mar 2016 – Current

- Consults with companies and agencies, such as SmarterX and ServiceNow, to review current products and provide design solutions to meet business challenges through user research, prototyping, interaction design, and visual design

UX Designer, Google (via Nelson Connects)   Dec 2022 – Dec 2023

- Implemented ML/AI solutions for internal tools on the Android team
- Revamped design library and color palette to enhance software debugging product
- Conducted usability testing and interviews that led to 30% reduction in user complaints
- Led team workshops for pseudo-coding in hi-fidelity prototypes

Lead Product Designer, Numerator   Jan 2022 – Dec 2022

- Established UX standards and best practices for Ad Intel product: prioritization of projects, scoping with engineers
- Directly responsible for end-to-end product design cycle
- Developed impactful presentations and worked closely with the CEO and CTO to drive sales growth and improve user acquisition

UX Designer, Numerator   Feb 2017 – Jan 2022

- Designed B2B experiences end-to-end for the Insights, Surveys, and Ad Intel products
- Managed component libraries and established the design system that scaled across all web products
- Led user studies to improve task flows, data visualization, and analysis experience
- Created color palette and iconography for company rebrand
- Designed animation for B2C mobile apps, Shoparoo and ReceiptHog