JOSEPHINE WONG

SENIOR PRODUCT DESIGNER | CONSUMER PRODUCTS, GROWTH & 0→1

San Bruno, CA | www.josephinewongux.com | josephine.m.wong@gmail.com | Linkedin

PROFESSIONAL SUMMARY

Senior Product Designer with 14+ years of experience across Walmart, Sam's Club, and Intuit QuickBooks, specializing in payment and checkout experiences across native mobile, web, and omnichannel platforms — including multi-method and split-payment systems (credit/debit, gift card, EBT, store cash) across in-transaction, account-level, and in-store touch points.

Known for connecting the dots between customer needs and business needs — challenging established assumptions, simplifying complex systems, and translating user research, data metrics, and market trends into scalable, production-ready design solutions. Leads complex, ambiguous initiatives from problem definition through research, interaction design, testing, and launch, partnering closely with PM, Engineering, Research, and Data Science. Selected work contributed to $5.5M annualized incremental GMV, +0.11% conversion, and 1M+ monthly transactions.

EXPERIENCE

Senior UX Designer, Walmart Global Ecommerce • Sam's Club — San Bruno, CA

Apr 2016 - Aug 2026

Led product design across e-commerce, mobile, checkout, payments, fulfillment, and physical + digital shopping experiences.

- **Growth & Conversion: Generated $5.5M in annualized incremental GMV and +0.11% conversion** by leading the design across the full payment life cycle — checkout, in-transaction, account-level management, and in-store — architect multi-method and split payment support (credit/debit, gift card, store cash, EBT) across iOS, Android, mWeb, and desktop.

- **Physical + Digital Experiences:** Drove end-to-end design for multiple Scan & Go features, including Aisle Location Search, multi-transaction flows, and shrink-reduction prompts, within an experience supporting **1M+ monthly transactions**. Designed for customers moving through crowded clubs, handling carts and products, and multitasking—creating low-cognitive-load, task-focused interactions that seamlessly connect the digital experience with the physical shopping environment. Scan & Go launched with **90+ NPS and exceeded shrink-reduction targets.**

- **Research & Complex Workflows:** Conducted customer and operational research, journey mapping, usability testing, and workshops, partnering with Product, Engineering, and Operations to identify friction and simplify complex fulfillment workflows spanning picking, staging, and dispensing.

- **Accessibility, Design Systems & Innovation:** Partnered with Accessibility to translate WCAG requirements into practical, reusable design guidance and processes; led a cross-functional AI hackathon to rapidly prototype emerging AI concepts, and filed a design patent for a secured digital membership card while mentoring junior designers.

- **0→1 Product Design:** Took on product-definition responsibilities for an early-stage wearable concept, starting from a hypothesis rather than a defined brief; explored how a smartwatch could complement the phone experience through device constraints, real-world context, interaction modeling, and rapid prototyping, earning **Top 50 finalist from 300 submissions**.

Visual Designer, Intuit • Quickbooks Mobile Apps — Mountain View, CA

2012 - 2015

Designed mobile product experiences for QuickBooks and GoPayment across iOS and Android, partnering with UX and Product teams within complex financial products.

- **Mobile Products:** Designed QuickBooks mobile dashboard, product-selection onboarding, and App Store screenshots, using information architecture, interaction design, visual hierarchy, and content structure to simplify product discovery and communicate product value.

- **Visual Craft:** Created UI components, icons, illustrations, and visual frameworks for polished, platform-appropriate iOS and Android experiences with strong attention to visual quality and production detail.

- **Design Systems & Research:** Contributed to design systems, brand guidelines, and digital asset libraries, while partnering with UX and Product teams on customer research and design validation to refine design directions.

ADDITIONAL EXPERIENCE

UX Designer, Dealishes, Inc — Sunnyvale, CA

Mar - Jul 2012

- Joined a startup founded by former Intuit colleagues - collaborating in an open, highly experimental environment to shape ideas and bring the product to life. As the solo designer, owned the experience end-to-end—from interaction and visual design to branding, icons, and illustration—redesigning the iOS app from v1.0 to v2.0 and growing active users from 3,700 to 6,900.

Visual Designer, Intuit Global Market — Menlo Park, CA

2010 - 2011

- Visual Design & Product Delivery: Created website templates, mockups, icons, and visual assets for Intuit Website Services, WebListing, and GoPayment, using A/B and multivariate test results to inform design decisions. Worked closely with engineers to bring designs to life, following work through implementation and ensuring the final product matched the intended experience.

Interior Architect, Ko's Architect — Palo Alto, CA

2008 - 2010

- Designed commercial and residential spaces through space planning, construction documentation, elevations, sections, and 3D visualization.

Interior Designer, Team 7 international — San Francisco, CA

2006 - 2008

- Designed hospitality and cultural spaces across Asia, including hotels, restaurants, and a cultural center, while developing presentation and portfolio materials for print and publication.

CORE EXPERTISE

Product: End-to-End UX · Product Strategy · Problem Definition · 0→1 · Customer Journeys · Complex Workflows

E-Commerce & Mobile: E-Commerce · Native Mobile · iOS · Android · App-First Design · Checkout · Payments · Returns · Post-Purchase · Omnichannel

Research & Data: Customer Discovery · Usability Testing · Behavioral Data · A/B Testing · Experimentation · Conversion Optimization

Craft & Leadership: Interaction Design · Micro-interactions · Motion · Prototyping · Design Systems · Visual Design · Cross-Functional Leadership · Mentorship · AI-Assisted Design

EDUCATION

B.F.A Interior Design, San Jose State University — San Jose, CA

May 2006