

# John Rong

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## WORK EXPERIENCE

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### BrainPOP

New York, NY

Product Designer

Mar 2021 - Feb 2025

- Spearheaded the design of comprehensive reports for teachers and administrators that resulted in a 33% increase in reports usage, impacting over 25,000 users within the first semester of launch.
- Led the redesign of the company's homepage and marketing pages, increasing leads based on sales goals and marketing strategy through enhanced visuals and user-centric navigation.
- Conducted extensive usability testing on prototypes with over 30 participants to identify pain points and optimize user experience; facilitated 3 co-design workshops with educators that contributed to a refined product roadmap.

### Accenture Interactive

Austin, TX

UX / UI Designer

Aug 2017 - Mar 2021

- Led 40+ design initiatives end-to-end, from initial concept through implementation, resulting in a \$120M annual revenue impact for a Fortune 200 retail client.
- Co-led an extensive research project utilizing user testing, customer panels, and journey mapping that identified critical friction points in product discovery, resulting in a 25% improvement in the overall customer satisfaction score.
- Collaborated with cross-functional teams including project managers, developers, and analysts to conceptualize and execute more than 30 A/B tests each year, achieving uplifts of up to 30% in conversion rates for B2B and B2C clients.

### Arlington ISD

Arlington, TX

Chemistry Teacher

Aug 2014 - Aug 2017

- Developed and implemented course materials within a learning management system, improving engagement for over 700 students and providing 5 chemistry teachers with resources, leading to a 20% increase in exam performance.
- Analyzed feedback from student performance data to refine curriculum content, resulting in increases of the school's AP Chemistry exam passing rate by 14% and the average exam score by 0.6 points.
- Facilitated professional development workshops for fellow educators focused on best practices in digital teaching strategies, empowering colleagues to adopt new technologies.

## EDUCATION

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### University of Texas at Austin

Austin, TX

Bachelors of Science, Chemistry

Graduation Date: May 2014

## SKILLS & INTERESTS

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**Skills:** Product Design, User Experience, User Interface, Interaction Design, Prototyping, UX Research, UX Strategy, Design Systems User Interviews, Usability Testing, Journey Mapping, Heuristic Evaluation, Competitive Analyses, Customer Panels

**Interests:** Rock Climbing, Birding, Board Games, Reading