

## Allison Wong

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### Professional Summary

Senior product designer with 15+ years of experience shaping user-centered digital solutions across enterprise, mobile, and emerging technologies. Most recently led HMI and mobility innovation at VW Group of America, creating future-focused experiences for center displays, instrument clusters, and ADAS systems. Skilled in early-stage concept validation, human factors, and translating complex system requirements into intuitive, user-first interfaces. Passionate about crafting transformative experiences that serve emerging user segments and unlock new opportunities for market growth.

### Core Skills & Tools

**UX Design & Prototyping:** Wireframing, interaction design, and visual design using Figma, Sketch, Adobe XD

**Strategic UX Thinking:** Translating business goals into scalable IA, flows, and systems using Figma, Miro, and FigJam

**Research & Validation:** Usability testing, ride-alongs, behavioral insights, heuristic audits, and in-vehicle studies

**Design Systems & Handoff:** Component libraries, accessible UI frameworks; partnered with engineers via Storybook, Zeplin, and React

**Cross-Functional Collaboration:** Worked with PMs, engineers (software/hardware), legal, and accessibility teams using Jira and Confluence

**Platform & Standards:** Android Automotive OS, multimodal HMI (touch, voice, haptic), NHTSA/human factors compliance

### Professional Experience

#### Senior Product Designer (AR/VR, ADAS)

VW Group of America – Belmont, CA | 10/2022 – 07/2025

- Led product design and business case development for ADAS and Smart Interior/Exterior (SIE) systems within the Product Inception team, shaping future mobility experiences across mobile and in-vehicle platforms.
- Defined project scopes, UX strategies, and research roadmaps aligned with Innovation and Engineering Center California (IECC)'s innovation and growth objectives, ensuring cross-functional collaboration and execution.
- Reduced EV charging related user issues by ~25% and infotainment complaints by 15–20%, contributing to a 10-point improvement in J.D. Power

Initial Quality Study (IQS) scores, measured by Problems Per 100 Vehicles (PP100), through simplified workflows and glanceable HMI updates.

- Conducted 20+ ride along and in-vehicle usability tests, translating behavioral insights into targeted UI improvements for EV, ADAS, and infotainment experiences.
- Collaborated with engineering and vendor teams to deliver execution-ready design concepts and validate interaction patterns across ADAS and Android Automotive platforms.
- Represented VW Group in executive design reviews, internal strategy briefings, and external conferences to communicate product vision and customer impact.

### **Senior Product Designer**

Wells Fargo – San Francisco, CA | 06/2006 – 09/2022

- Led UX strategy and design execution for enterprise platforms serving commercial banking clients and internal teams, including tools for loan servicing, treasury management, and client onboarding.
- Created user-centered designs for enterprise banking tools that supported billions in daily B2B transactions, streamlining complex workflows.
- Conducted 50+ usability sessions with relationship managers and business users, resulting in a 30% reduction in onboarding time and improved digital workflow adoption.
- Collaborated with cross-functional teams to deliver accessible, compliant solutions aligned with internal standards and regulatory requirements.
- Developed and maintained an internal component library and design system used by 30+ product teams, streamlining design consistency and reducing redundant UI efforts.

### **Additional Experience UI/UX Designer (Freelance)**

American Red Cross | 2022 – 2023

Long Island Spine Rehab | 2012 – 2013

### **Business Analyst / UI Designer**

California Bank & Trust | 2004 – 2005

### **Web Accessibility Specialist**

Public Health Institute | 2003 – 2004

### **Education**

Bachelor of Arts - Rhetoric Communication & Business Marketing

University of Minnesota – Twin Cities (1998)

Chinese Language Certificate

Capital Normal University Beijing (1994)

**Certifications**

UX Management Certification – Nielsen Norman Group (NN/g)