

Regie Kong

Product Design Lead

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My name is Reg Kong. I am a Product Design lead with over 10 years of experience, from working in startups to large companies, and everywhere in between. I take great pride in creating and delivering designs that solve critical customer problems AND provide positive business impact. I balance this with deep care and appreciation for the humans that work alongside me.

Work Experience

Intuit, Principal Product Designer, Money Movement **2023 - 2024**

- Launched enhancements for our Banking product that includes a product walkthrough, recurring and instant transfers, and updated navigation system
- Facilitate weekly design review meetings with leaders and partners
- Created a weekly customer interview program for cross functional team to build empathy
- Mentored Senior Designers on the team

Intuit, Senior Product Designer, Money Movement **2019 - 2023**

- Partnered with cross functional business units to reignite growth for QuickBooks' flagship lending product - Term loan.
- Collaborated with cross-functional partners to launch a 0-1 product called Get Paid Upfront where customers can immediately get paid upon sending an invoice.
- Led team through quarterly Hackathons to design and build incremental product improvements

Intuit, Senior Designer, Marketing **2016 - 2019**

- Designed a merchandising flow that ignited growth for our Payroll & newly launched QuickBooks Live product
- Collaborate with cross-functional marketing partners to strategize ways to increase customer and revenue growth
- Champion a user-centric and customer-backed approach on all marketing strategies

DoubleDutch, Marketing Design Manager **2015 - 2016**

- Designed and built a responsive, scalable email and landing page template that allows Marketing Team to increase email send volume and landing page production/output.
- Collaborated with Product Design to create and ensure company design principles were consistent and practiced across all projects.
- Updated and maintained global company website and worked with key stakeholders to ensure all content was up-to-date and possessed a unified, consistent brand voice.
- Managed two contractors and a Marketo Agency to scale production and meet design needs of Marketing Team and company.

SAY Media, Creative Designer/Developer **2010 - 2015**

- Design and hand code mobile, tablet, and rich media Flash ads using HTML, CSS, JS, and ActionScript3.
- Built, updated, and maintained design-friendly mobile web ad templates to meet growing mobile ad needs.
- Collaborated with Product team to design the company's first adaptive ad experience.

Education

University of San Francisco
Bachelor of Arts, emphasis on Graphic Design

Technical Skills

Design

Figma / Photoshop / Illustrator

Presentation

InDesign / Google Slides

Working knowledge

HTML / CSS

Soft Skills

Leadership

Mentor Early Career and Mid-level designers in their design journey

Teamwork

Receptive to all feedback that encourages growth individually and as a team

Problem-solving

Brainstorming, Ideation, Customer research

Outside of work

Basketball / Freethrows / Reading / Cycling /
Cheeseburgers / so much more