Bernice JY Wong

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SUMMARY

A design lead with 8 years of experience. A thoughtful, community-minded professional who advocates equally for the experience of users and the team. A pragmatic and proactive designer who delivers successful outcomes by fostering an inclusive environment for diverse opinions and driving consensus.

EXPERIENCE

Albertsons Companies

Sr. Design Manager   **Jun 2023 – Present**

Own the customer experience of the conversational AI assistant and global navigation of a grocery retail app and website with 13M users across 34 states:

- Create quarterly and annual vision for each responsible domain, orchestrating stakeholder alignment, generating feature concepts and ensuring leadership buy-in, together with respective product leads.
- Lead design for AI-powered shopping assistant from interface to conversational logic, establishing chat UX patterns, agent personality, boundary management, and handoff protocols; ship rapid iterations using wizard-of-oz research and standardized experience evaluations.
- Lead two junior designers, mentoring them in stakeholder navigation, business case development, and strategic communication to drive organizational impact.
- Previously owned homepage, navigation, merchandising pages, product cards, and product detail pages, driving:
  - $7.12M in annual incremental revenue by overhauling Albertsons' site information architecture and website navigation, resulting in increased traffic to key conversion pages including meal planning, wine subscriptions, and wellness tracking.
  - Org-wide contributions to a 20+ content component library serving as internal tooling for 7+ teams to publish weekly cross-platform campaigns with consistent brand standards and reduced development overhead.
  - CMS governance and publishing workflows, enabling cross-functional teams to self-serve content creation while maintaining brand consistency.

Sr. Product Designer   **Apr 2022 – Jun 2023**
Product Designer II   **May 2021 – Apr 2022**

- Redesigned homepage architecture and content components to improve product merchandising capabilities, enhance personalization features, enable monetization, and create cohesive user experience across app and site.
- Increased monthly engagement with digital coupons by 40% (1.6M to 2.3M users) by redesigning loyalty program features to improve benefit visibility and program transparency.
- Improved ecommerce cart value by 0.2% and overall revenue per visitor by 1.86% by redesigning the category browsing experience.

Tribe AI

Freelance Designer   **Feb 2020 – Jun 2020**

- Collaborated with AI engineers and business strategists to develop client-facing reports, translating complex technical concepts into clear, actionable narratives for enterprise decision-makers.
- Designed visual frameworks and case studies for Tribe AI's website to help potential clients understand their service offerings.

Luminary Labs

Sr. Designer   **Aug 2020 – Apr 2021**
Designer   **Jun 2018 – Jul 2020**

Select clients: Sanofi, Pfizer, Schmidt Futures, Robert Wood Johnson Foundation, National Geospatial-Intelligence Agency, NASA, U.S. Coast Guard, U.S. Department of Education, U.S. Department of Homeland Security

Brought the voice of the user into all stages of the client project, from early strategy to final execution:

- Planned and facilitated workshops with global executive teams. Synthesized collaborative findings into strategic recommendations.
  Conducted design research, especially for healthcare and education clients, to understand human needs, observe patterns, and highlight pain points.
- Translated learnings from cross-functional research into visual frameworks and maps. Clarify the problem at hand, enable collaboration, and identify areas of opportunity.
- Managed contractors (designers and developers) to build brands and informational websites for public-facing projects.
- Designed and built a modular website template system to streamline Luminary Labs' open innovation programs across multiple client engagements.

EDUCATION

Master of Fine Arts, Products of Design. School of Visual Arts (New York, 2018)
Bachelor of Commerce, Marketing and Sustainability. University of British Columbia (Vancouver, 2015)

RECOGNITION

Rising Star Silver. ISG Women in Digital (2023)
Paula Rhodes Memorial Award for Departmental Excellence. School of Visual Arts (2018)
Merit-based Graduate Assistantship. School of Visual Arts (2017)