

Helen Wong

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Work Experience

Personify Health (formerly Virgin Pulse)

Remote

UX Designer II

Jun 2023 – Present

- Led the end-to-end UX strategy for [MaxGo](#), a next-generation wearable fitness tracker. Defined product requirements, information architecture, and interaction design from 0→1 by partnering closely with PMs, engineers, and hardware vendors. Delivered a streamlined onboarding experience that increased program enrollment by 11% and boosted engagement 5×.
- Designed cross-platform workflows (iOS, Android, Web) for core health metrics including steps, sleep, and workouts. Collaborated with data science, engineering, and localization teams to ensure accuracy, clarity, and usability for 25 million global users. Produced user journeys, prototypes, and validated flows through iterative usability testing.
- Led the 0→1 design of the Wellbeing Catalog, a unified entry point consolidating previously scattered wellness resources. Improved IA, searchability, and content discoverability to support engagement goals and reduce navigation friction.
- Modernized the design system across multiple health-device experiences ([Health Station](#), [iSync](#)) by resolving accessibility gaps (WCAG), standardizing components, and improving UI consistency across B2B partner implementations.
- Drove alignment across PM, engineering, data science, and operations through research synthesis, stakeholder workshops, and usability testing, ensuring decisions were both user-centered and technically feasible.

ZEISS Medical Technology

Dublin, CA

UX Designer & Human Factors Engineer

Jun 2021 – Feb 2023

- Designed a first-of-its-kind glaucoma progression dashboard for remote patient monitoring. Conducted contextual inquiries and interviews with ophthalmologists, leading multiple rounds of formative and summative usability testing. Delivered workflows and visualizations that improved clinical decision-making and diagnostic clarity.
- Applied lean UX and rapid prototyping to validate dashboard concepts, earning an internal innovation award and a demo presentation at AAO 2022.
- Improved design system adoption across ophthalmic imaging devices (Clarus 500) by standardizing UI components and interaction patterns, reducing cognitive load and increasing consistency across clinician workflows.
- Conducted ergonomic, anthropometric, and human factors analyses to guide early-stage medical device concepts.

Education

University of Southern California

Los Angeles, CA

Masters of Science, Integrated Design, Business, and Technology

California Polytechnic State University, San Luis Obispo

San Luis Obispo, CA

Bachelors of Science, Graphic Communication, User Interface & User Experience Design

Skills

Design: UX Strategy, Information Architecture, Interaction Design, User Flows, Wireframes, Prototyping, Visual Design, Mockups, Motion & Micro-interactions, Design Systems, Responsive Design, Branding, Cross-platform Design

Research: User Interviews, Usability Testing, Persona Development, Comparative Analysis, A/B Testing, Quantitative Analysis, Qualitative Analysis, Heuristic Evaluation, Journey Mapping, Experience Mapping, Contextual Inquiry

Tools

Design: Figma, Framer, Axure, Adobe XD, Balsamiq, Sketch, Miro, InVision, Creative Cloud, Keynote, Zeplin

Research: Useberry, Qualtrics, Google Optimize, MTurk, UsabilityHub, Mixpanel, Microstrategy

Management: Jira, AzureDevOps, Confluence, Asana, Trello, Smartsheet, Slack, Notion