LOIS KANG

5+ years of product design experience in growth; specifically acquisition, conversion and retention space at fintech companies.

hello@lkangdesign.com
www.lkangdesign.com
Oakland, CA

Senior Product Designer
Chime Financial, San Francisco, CA
October 2022 – present

- Currently leading designs for Enrollment and KYC responsible for getting new members enrolled and converted into Chime.
- Collaborated closely with product to create a new enrollment strategy for 2024 which became one of the 9 core company initiatives.
- Led designs for 4 enrollment experiments which resulted to a total of +3.5% DD conversion.
- Led designs for 5 experiments expanding the referral program which resulted to 191k 30DDers and 701k enrollments
- Led designs for member retention and re-engagement from direct deposit churn and tested 6 new initiatives which improved active retention rates, resurrection, top of wallet spend rates.
- Facilitated multiple cross-functional brainstorms for quarterly planning and influenced roadmaps

Product Designer
Chime Financial, San Francisco, CA
July 2020 – October 2022

- Led designs for Core Conversion, responsible for driving new direct deposit growth, one of Chime's top level metrics.
- Improved 30 day conversion rate by +2.7% and late stage DD conversion by +8% by re-designing the direct deposit set up UX for new and existing members including payroll, unemployment, and government payments
- Launched 6 more experiments which resulted in a total +2.5% DD conversion
- Collaborated closely with research and analytics to understand member's DD set up journey which led to analytics team creating a dashboard to track these moments

Product Designer
LendingClub, San Francisco, CA
July 2018 – May 2020

- Led designs for 24+ experiments in one year leading to $220M in additional origination and $17.5M in repeat origination volume
- Spearheaded and facilitated multiple design ideation workshops and cross-functional brainstorming sessions
- Increased the repeat funnel conversion by 4.5% by optimizing the application to make it faster and more convenient for customers to get a 2nd or 3rd loan
- Partnered with the product manager to create a program to grow the joint application business, including developing a roadmap and launching a v.1 experiment

EDUCATION

BFA in Graphic Design
California College of the Arts
San Francisco, CA
August 2014 – May 2018

SKILLS

Design:
Visual design, interaction design, user flows, wireframes, UI, UX, system thinking, concept development, prototyping, information architecture, journey maps, content strategy, product strategy, user flows

Software:
Figma, Figma prototype, Figjam

Research:
Site intercepts, moderated user testing, unmoderated user testing, user interviews, qualitative analysis

Analytics:
A/B testing, experiment design

Soft skills:
Project management, critical thinking, problem solving, collaboration, relationship building, presentation, strategic thinking, group facilitation, influence, stakeholder management