

Vivien Kong

617-955-3032

xk336@nyu.edu

www.vivienkong.com

A hackathon & marathon enthusiast who immigrated solo at 14

- Best XR x AI at MIT Reality Hack; 1st place for SnapAR at StanfordXR Hackathon
- Lead Product Designer at TomoCredit; building experiences through SnapAR's Lens Fund with Spectacles.

EDUCATION

M.P.S. Interactive Telecommunications Program (ITP) | New York University 05/2022

- Created XR and spatial computing projects using ARKit, Swift, Unreal Engine 5, JavaScript, Blender, C4D, and more.
- Explored multimodal interfaces integrating sensors, 3D modeling, and code for human-centered design

B.A. in Graphic Design, Communications & Psychology | Boston University 05/2018

EXPERIENCE

Sole Product Designer | Tomocredit 05/2025 - current

- Design strategy - Defined UX priorities and shipped features using GA4 and marketing data
- UX Optimization - Rebuilt multi-platform onboarding, billing, etc. UX in collaboration with engineering
- Creative Directing - Led product storytelling and user engagement with marketing team

Design Consultant | JPMorgan Tech Investment Banking (via Cella) 03/2024 - 05/2025

- Shaped deal narratives for top AI platforms using 2D/3D design for storytelling at scale
- Streamlined high-volume, rapid-turnover design workflows for C-suite deliverables
- Collaborated with analysts and directors to craft bespoke visual systems with clarity and brand precision

Designer | Goldman Sachs Investment Banking (via Williams Lea) 10/2022 - 03/2024

- Translated complex financial concepts into visual narratives cater to Fortune 500 corporates
- Delivered high-stakes pitch decks and interactive materials under tight deadlines
- Partnered with cross-functional teams to ensure visual consistency

Lead Designer | Clarke Global Marketing Group 08/2017 - 12/2019

- Led branding and visual identity for 8+ early-stage startups across tech and wellness industries
- Integrated permaculture principles to structure agile design processes and workflows
- Oversaw full-cycle creative direction across web, print, and social campaigns

Lead Designer | Boston University PR & Media Dept. 03/2016 - 05/2018

- Designed graphics, Snapchat filters, and social content for BU's 100K+ audience
- Covered and created content for campus events, interviews, and editorial campaigns

HIGHLIGHTS

SnapAR Lens Fund Recipient - FOOTPRINT 2025

- Designing an immersive AR social platform to connect communities through location-based storytelling
- Enabling creators to share hyperlocal experiences and inspire real-world exploration
- Designing spatial commenting system to connect physical locations with persistent digital reactions

MIT Reality Hack – Winner, AR x AI Track - JOURNIFY 01/ 2025

- A GenAI + WebXR journaling platform in 48 hours with a team of 5 for the Founders Track
- Designed to foster parent-child connection and support youth mental health and journaling habit

Stanford XR Hackathon – 1st Place, SnapAR Track - IMMERSIVE INK 10/ 2024

- A Text to 3D model GenAI powered interactive reading (visual audiobook) experience
- Created in 36 hours with a team of 4 to make education immersive and accessible

SKILLS

- Lead teams to prioritize and quickly finding strategies to conquer hardships
- Problem-solving and analytical skills
- Highly creative and detail-oriented
- 7+ years of understanding of typography, color theory, design principles
- Design useful tools from sensors to data
- Proficiency in Adobe Creative Suite