



# STEPH WONG

Senior Design Leader | Building Teams, Systems & Experiences That Scale | Health and Wellness Tech

## CONTACT

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## ABOUT

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Design leader with 10+ years of experience driving product strategy, design systems, and cross-functional execution in health, wellness, and consumer tech. Proven track record building and leading design teams, launching 0→1 mobile products, and delivering end-to-end experiences that improve user outcomes and business performance.

## SKILLS

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- Product Strategy & Systems Design
- Cross-Functional Leadership
- Team Building, Coaching, and Mentorship
- Human-Centered Research
- 0 → 1 Product Development
- UX/UI & Interaction Design
- Accessibility & Inclusive Design

## EDUCATION

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### University of California, Davis

BA in Design and Visual Communications | June 2014

BA in Evolution, Ecology and Biodiversity | June 2014

## EXPERIENCE

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### Head of Design | Mindlab Corporation

Aug 2025–Present

*Mindlab is a health tech company building global technology for good — developing consumer mobile products that combine behavioral science, design, and localization to improve wellbeing at scale.*

- Led end-to-end product development for Pocket Kado, directing: product, design, animation, and engineering to deliver a cohesive mobile experience across iOS and Android
- Scaled the product for global audiences by implementing localization across 8 languages
- Refined monetization strategy by transitioning from a freemium model to a structured paywall, improving clarity of value and revenue performance
- Built the Mindlab brand from the ground up, developing a cohesive identity system spanning product, marketing, and physical experiences
- Directed experiential design and physical presence for global conferences, including booth design and brand storytelling across in-person touchpoints

### Creative Director | Mental Health Association of San Francisco

Nov 2024–Aug 2025

- Directed cross-functional teams (marketing, outreach, development) to align messaging, product touchpoints, and public-facing experiences
- Led a comprehensive organizational rebrand, including logo refinement, color systems, and brand guidelines, improving visual consistency across all programs and platforms
- Defined creative direction for large-scale initiatives, including the annual conference (400+ attendees), featuring keynote speaker, Angela Davis, ensuring consistency across all materials and environments
- Applied a trauma-informed and accessibility-focused design approach to increase clarity, inclusivity, and audience reach

### Co-Founder | Revery Labs (Makers of Pocket Kado: Sleep & Relax Pet)

Apr 2021–Apr 2024

- Co-founded a mental health gaming company and led product strategy, design, and engineering — taking the product from concept to acquisition by the Mental Health Association of San Francisco
- Designed and launched a mobile sleep therapy product (iOS & Android), integrating behavioral science and user-centered design to improve engagement and health outcomes.
- Led end-to-end UX/UI design and marketing assets, establishing and trademarking the complete brand identity with consistency across all touchpoints.
- Established and trademarked the complete brand identity, ensuring consistency across all touchpoints
- Built and led cross-functional teams in design and engineering, aligning product vision with technical execution
- Directed creative strategy for trade show experiences, including the 2023 World Sleep Congress, contributing to a SleepTech® Award nomination by the National Sleep Foundation

### Earlier Experience

- **Engineering Team Lead** | Wavely Oct 2020–Apr 2021
- **Software Engineer** | Lever Jul 2018–Apr 2020
- **Graphic / Exhibition Designer** | Fine Arts Museums of San Francisco Dec 2015–Jan 2017
- **Graphic & Web Designer** | Aquarium of the Bay Nov 2014–Oct 2015