

Allen Kang

Senior Product Designer

allensmkang@gmail.com · mooque-dev.github.io · linkedin.com/in/mooque · Toronto, Canada

Senior product designer with 8 years in product design, the last 5 in payments and transaction-heavy products. I take features from first research to release, run experiments, and build design systems that teams actually adopt.

EXPERIENCE

Aplos (now Velora) · Senior Product Designer Feb 2025 – Jun 2026

- Owned end-to-end design for payments and transactions across Aplos, Keela and Raisely as the three products merged into one suite.
- Redesigned split transactions so one payment can be a donation, a gift and a ticket at once, cutting categorization tickets by 70% in the first month.
- Ran an A/B test on the donation fee flow that raised fee opt-in from 75% to 92%, with conversion steady.
- Led integration design between the merged products, making data mapping visible and auditable.
- Grew Orchid into a shared library of 340+ components used by three engineering teams.
- Partnered with Product, Engineering and leadership on roadmap, experiments and delivery. Mentored two designers.

Keela · Lead Product Designer Mar 2023 – Feb 2025

- Led product design for the CRM's core: the contact record, Pipelines, and Reports & Dashboards.
- Pitched the Orchid design system to leadership and earned two dedicated front-end engineers.
- Set up the design-to-launch process. Mentored one designer.

Keela · Product Designer & Associate PM Feb 2021 – Mar 2023

- Designed Automation, a no-code workflow builder, from first interview to release (0 to 1).
- Reached 30% adoption across 355 organizations, contributing to a 13% ARR increase.
- Stepped in as Associate PM to ship Pipelines.

Forkable · UX/UI Designer (Contract, part-time) Jan 2020 – Sep 2022

- Moved design from Sketch to Figma and built the component library and design system.

MyJourney · UX/UI Designer (Part-time) Aug 2019 – Jul 2022

- Ran research and usability testing with patients and clinicians, and designed dashboards for tracking patients through treatment.

Earlier · Xperly, founding product designer; ROSSUL, junior UX/UI designer 2018 – 2019

INDEPENDENT PROJECTS

ARND · Founder, live-music discovery app 2025 – Present

- Designed and built a live-music app for Toronto's small shows, now in public beta at arnd.app.

Yuwol Productions · Internal tools for a Toronto musical company Oct 2025 – Present

- Built scheduling, a bilingual script reader and a bill splitter, used daily by a forty-person company.

Forkestrate · Co-founder and founding designer, AI recipe app 2025 – Present

- Co-founded and designed a recipe app, taking it from zero to MVP in under three months with a PM and two engineers.

SKILLS

Design systems · A/B testing · Data visualization · Research and usability testing · Prototyping in code (React, TypeScript) · Figma, Storybook, Pendo, Amplitude

EDUCATION & CERTIFICATIONS

Bachelor of Design, Graphic Design · YSDN (York University & Sheridan College joint program), 2012 – 2017

Certifications: IDEO U From Ideas to Action · Google Cloud Generative AI Fundamentals, Responsible AI · Georgia Tech Python & Data Structures