

Allen Kang

Product Designer

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I design products that fuel growth from startup vision to successful exit. As a Product Designer, I bring expertise in startups, design systems, and cross-functional collaboration, combining data and empathy to craft impactful, scalable experiences for users and businesses.

Work Experience

Senior Product Designer

Feb 2025 - Present

[Velora](#) | San Francisco (Remote)

- Designing unified experiences across Velora's nonprofit software suite (Raisely, Keela, Aplos). Leading efforts on integrations, design systems, and cross-product consistency.

Co-Founder, Founding Designer

Jan 2025 - Present

[Forkestrate](#) | Toronto, Canada (Remote)

- Helping reimagine how people follow recipes, turning complex instructions into interactive, visual "Recipe Roadmaps".
- Leading the design of core features like recipe importing (from socials), AI-recipe generation, personal recipe libraries, grocery ordering integration (Instacart), and customizable step-by-step workflows

Lead Product Designer

Feb 2021 - Feb 2025

[Keela](#) | Vancouver, Canada (Remote)

- Improved fundraising tools in Keela's CRM software such as Automation, Pipelines, and Reports & Dashboard (acquired by Aplos/Velora)

UX/UI Designer

Jan 2020 - Sep 2022

[Forkable](#) | San Francisco (Remote)

- Led the transition from Sketch to Figma, improving collaboration between design and engineering.
- Built out a scalable Design System in close partnership with engineers, PMs, and the Lead Designer, while helping shape product direction alongside General Managers.

Product Designer

Aug 2019 - Jul 2022

[MyJourney Health](#) | Toronto, Canada

- Worked alongside clinicians, research lead, PM, and engineering to design web and mobile apps for Breast Cancer patients, prioritizing supportive patient and clinician experiences.

Brand Designer

Apr 2020 - Sep 2020

[De Mello Palheta Coffee Roasters](#) | Vaughan, Canada

- Helped utilize redesigned assets in their website and social media
- Set up Design System in Figma for physical products such as coffee bag, cup, labels, merch, etc.

Product Designer
Xperly | Toronto, Canada

Oct 2018 - Dec 2019

— Worked as a Founding Designer at an early stage startup to build MVP on demand mentorship platform

UX UI Designer
[ROSSUL](#) | *Toronto, Canada*

Jun 2018 - Aug 2018

Founding Designer
INGGO Studio | Toronto

Jul 2017 - Jan 2018

— Shaped the brand identity for wedding and lifestyle products, contributing to product planning, prototyping, and design direction.
— Led visual execution across photography, layout, and print - building design guidelines and overseeing end-to-end delivery.

Volunteer Experience

Fundraiser
SickKids Foundation

May 2023 - Jul 2023

Graphic & Social Media Designer
York University Korean Students Association

Jun 2013 - Apr 2016

Counselor
YMCA Canada

Jul 2010 - Sep 2012

Core Skills

Figma (Software), Creative Direction, Corporate Branding, Social Media, Website Building, Design Leadership, Investor Relations, Front-End Development, Software Project Management, Stakeholder Management, Market Research, Design Systems, Product Design, Tokens, UI UX, Visual Design

Education

York University
Bachelor of Design Graphic Design

Jan 2012 - Jan 2017

Languages

Korean (Native), **English** (Native), **French** (Beginner)

Certificates

Introduction to Responsible AI
Google

Introduction to Generative AI
Google

Introduction to Python3

Coursera

Foundations in Design Thinking

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