

## Jenna Kuck-Chang | Senior Product Designer

Product designer with 7+ years of experience in creating comprehensive design solutions for complex projects. Proven track record in leading design initiatives from conception to implementation, collaborating with cross-functional teams to enhance user experience.

### Contact

**Email:** jennakuckchang@gmail.com | **Phone:** (778) 881-7481

**Portfolio:** <https://jennakc.com> | **LinkedIn:** [linkedin.com/in/jennakc/](https://www.linkedin.com/in/jennakc/)

**Work Eligibility:** Authorized to work in both Canada and the US (Dual Citizenship)

### Experience

#### Senior Product Designer | DigitalOcean July 2022 - Current

Led cross-functional design projects focused on optimizing user onboarding to enhance user satisfaction and conversion

- Led design and implementation of the improving the payment step of onboarding through a structured experiment plan, driving team alignment on goals and next steps
- Facilitated team syncs and design critiques, enhancing communication and iterating on design solutions to ensure high-quality deliverables
- Presented research findings and design proposals to senior stakeholders, securing buy-in and driving project progress.
- Coordinated with cross-functional teams to align on project goals and timelines, leading to successful project delivery and high stakeholder satisfaction
- Collaborated with engineers and product managers to troubleshoot data tracking issues and implement effective event tracking solutions for sign-up pages
- Provided mentorship and guidance to junior designers, helping them navigate project priorities and improve their design processes

#### Senior Product Designer | Procurify April 2021 - July 2022

Lead design through planning to delivery, defining experiences for core end-user workflows

- Collaborate with Product Managers to define user goals and requirements
- Create design deliverables including user flows, wireframes, and prototypes
- Enhanced retention and efficiency by automating purchase orders, saving ~2.5 minutes per PO created with ~50% usage rate 6 months after launch
- Lead whiteboarding, critiques, and design reviews to gather feedback and inform decisions
- Validate design solutions through analysis of quantitative and qualitative data
- Collaborate with engineering to drive designs through implementation and delivery

**Senior Product Designer | MediaValet** - Oct 2019 - April 2021

**Product Designer** - May 2017 - Oct 2019

Oversaw design in the planning and development cycle of new and existing features

- Developed and aligned design process with cross-functional team and internal stakeholders
- Addressed accessibility issues by conducting manual audits and creating a plan for improvement
- Led presentations and design critiques with stakeholders, effectively communicating the rationale behind design decisions

**Junior Web Designer | Electronic Arts** - March 2017 - May 2017 (Contract)

Updated EA's internal library of digital assets for games, including logos, images, and icons

- Retouched and recreated assets using Photoshop, Illustrator, and Sketch
- Reviewed work with senior visual designer to ensure assets met EA's design guidelines

**Freelance UX/UI Designer** - September 2016 - March 2017

Responsible for UX and UI of various web and mobile features and products

- Designed and communicated design guidelines to stakeholders and development teams
- Created and tested prototypes to collect feedback to drive decisions and iterations

## Education

**RED Academy** July - September 2016

UX Designer Professional Program

**University of British Columbia** 2010 - 2015

B.Sc Cognitive Systems, Brain & Cognition Major

## Skills

Competitive Analysis, User Interviews, User Research, Usability Testing, Use Cases, Accessibility, Site Maps, Wireframing, Interaction Design, Rapid Prototyping, Clickable Prototypes, Product Strategy, Figma.