

JEFF CHAN

PRODUCT DESIGNER

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New York, NY

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SKILLS

Design

- Product Strategy
- Prototyping
- User Research & Testing
- UX/UI Design
- Visual Design
- Web Design
- Wireframing

Tools

- Adobe CC (Ps, Ai, Id)
- Adobe XD
- Axure
- Figma
- InVision
- Principle
- Sketch

Development

- HTML / CSS
- WordPress

OTHER

Languages

Fluent in English & Cantonese
Basic proficiency in Mandarin

EDUCATION

University of California, Irvine

Master of Human-Computer Interaction & Design (Candidate)
Sep 2019 - Present

CUNY, Queens College

Bachelor of Science, Design
Jan 2013 - May 2017

EXPERIENCE

Mediaocean

UX Designer | New York, NY | May 2019 – Present

- Collaborate with product and development teams to translate complex business processes into intuitive interactive designs across the full suite of the company's web-based applications.
- Lead the design process of Mediaocean's new Blockchain web application that expedites invoice and auditing interactions.
- Contribute to and promote Mediaocean's design system.

Prudential Financial

UX Visual Designer | New York, NY | Nov 2018 – May 2019

- Delivered innovative, quality product design that is consistent with the brand and the goals of the company.
- Redesigned of intro emails to increase conversion rate (4%).

Jr. Visual Designer | New York, NY | Jul 2018 – Nov 2018

- Designed enterprise-level personas founded in motivations, drivers and influencers to be used across all offices to ensure consistency and better customer experience.
- Iconography exploration with Sr. Visual Designers to enhance Prudential's Design System.

The Spark Group

Front-End Web Designer | New York, NY | Aug 2017 – Jun 2018

- Led creative direction from early-stage concepts, researching competitor analysis, designing wireframes, and developing.
- Designed and provided new solutions for better conversions through results of A/B testing for our clients.
- Interviewed and mentored new web design interns.

Web Design & Dev Intern | New York, NY | Jun 2017 – Aug 2017

- Designed wireframes and prototypes with the web designer for new and existing clients.
- Maintained the company's and clients' websites and contents.

Billboard

Design Intern | New York, NY | Feb 2017 – Jun 2017

- Collaborated with Design director to launch '30 Days of Pride' in celebration of Gay Pride month for the LGBTQ community.
- Worked on magazine's CODA section from issues #4 to #16 for the 2017 year.