

Jennifer Chalupnik

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PRODUCT DESIGNER

Passionate about finding innovative solutions to complex user problems using human-centered design

Lead design initiatives and manage the end-to-end product development process, enhancing user experience and facilitating business growth. Partner with product and engineering teams to design solutions for new features, improving usability and advancing product success. Execute impactful user research and communicate data-driven insights to influence product development; rapidly design and iterate on customer experiences that drive measurable results. Expertise creating sketches, wireframes, prototypes, and design specs to guide development of clean, elegant user interfaces.

PROFESSIONAL EXPERIENCE

BIGCOMMERCE | Austin, TX | November 2020 - Current

Product Designer

Define and design experiences that have a meaningful impact in the lives of merchant and partner users who rely on the BigCommerce ecommerce platform. Execute design across the entire product lifecycle and product launches for three durable teams: Onboarding, Billing, and Identity & Account Management. Collaborate across teams and departments to unify experiences across three product areas. Contribute to design system and documentation, expanding internal tooling and training.

- Lead discovery, user interviews, and design for a new high-profile initiative that aims to recapture lost revenue by increasing the efficiency of billing processes for partner users and streamlining the checkout flow for merchant users.
- Collaborate across the company with 4 different departments running onboarding-related research, coordinate efforts and facilitate discussion, and run simultaneous user surveys, interviews, and a/b testing experiments to improve onboarding experience.
- Partner with Marketing on iterations for various checkout flow experiments, resulting in a 20% increase in revenue.

MEDICI | Austin, TX | May 2020 - October 2020

Product Designer

Led user research and UX/UI design for web-based and mobile applications, collaborating cross-functionally with marketing, sales, and customer success teams to solve user needs and successfully ship products. Performed user interviews, surveys, and data analysis to discover customer needs and insights. Prototyped rapidly using Figma, iterating based on internal and external feedback. Communicated user journeys through presentations with stakeholders, backing up design decisions with data. Wrote JIRA tickets to guide feature development.

- Established, nurtured, and promoted a scalable design system.
- Increased patient engagement through discovery and design of features that enable better provider-patient relationships.
- Designed a feature to allow doctors to set expectations around their availability.

EDUCATION.COM (IXL LEARNING) | Austin, TX & San Mateo, CA | Feb 2017 - Apr 2020

Product Manager, SEO, Mar 2019 - Apr 2020

Guided full lifecycle product management and design enhancements, creating compelling user experiences using Agile methodologies. Developed product vision by researching, designing, and wireframing customer experience solutions. Defined product direction and strategy, collaborating with engineers, designers, and content creators. Presented SEO/UX design point of view to stakeholders and advocated for user-centered improvements.

- Increased organic traffic 350% YOY using product design/management strategies for subscription e-commerce site.
- Oversaw product launches and monitor success through A/B testing to drive organic traffic growth (55% of new revenue and 60% of new visits).
- Aligned user needs with business and product vision using qualitative and quantitative data including traffic metrics, A/B testing, and user research.

SEO Outreach Manager, Oct 2018 - Mar 2019

Designed and executed strategic outreach initiatives to improve search rankings and enhance team efficiency. Oversaw six major SEO outreach programs, hiring and mentoring a team of 15.

Community Outreach Manager, Feb 2017- Aug 2018

Researched and developed strategic partnerships with 6K blog websites, publishing the most links in link building program.

MAKER MEDIA | San Francisco, CA | Oct 2015 - Dec 2016

E-Commerce Product Intern

Oversaw new product development and marketing to revitalize e-commerce efforts. Managed copywriting, photography, and merchandising. Optimized existing product pages.

SPANISHDICT.COM | Washington, D.C. | Jun 2015 - Sep 2015

Product Associate Intern

Enhanced product development and design by executing UX research, user tests, interviews, and A/B tests. Identified key pain points and recommended data-driven solutions. Implemented design thinking methodologies to drive UX strategy and create human-centered solutions. Wrote and prioritized tickets for new features. Analyzed traffic and engagement metrics using Google Analytics and MixPanel.

EDUCATION

Bachelor of Science in Product Design | STANFORD UNIVERSITY | Stanford, CA | 2015

UX/UI Design Certificate | UNIVERSITY OF TEXAS AT AUSTIN | Austin, TX | 2019

TOOLS

Figma, Sketch, Adobe Creative Suite, InVision, Zeplin, Miro, JIRA, FullStory, EnjoyHQ, Google Analytics, Google Suite, HTML/CSS, JavaScript, jQuery, Bootstrap, SCSS, ReactJS