Jessica Chu
Product Designer

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Experience

UX/UI Designer · Citco

July 2022 - Present

Led product team in translating user needs into exceptional experiences across Citco's SaaS products. Mapped end-to-end process design that resulted in a 20% reduction in human error for a human-in-the-loop document data verification tool. Spearheaded user research, conducting interviews and creating customer journey maps to inform design decisions and project roadmaps.

UX Design Associate · Scotiabank (Tangerine)

May 2021 - August 2021

Designed interfaces across mobile/web reaching the bank's 2 million+ client base. Planned and executed user research studies (interviews, A/B testing and surveys) reaching 100+ people. Supported product teams in meeting usability and design expectations. Analyzed user feedback and iterating to enhance banking experiences.

UX/Graphic Design Intern · Myadcenter

April 2020 - May 2021

Improved UI and user flows on company site which contributed to a 22% increase in overall sales revenue. Created responsive CRM designs for mobile and web. Consulted with clients to understand their business goals and produced end-products to meet their needs.

Design Intern · Browne Foodservice

May 2019 - August 2019

Designed mockups of product packaging and media. Input visual content, texts and inventory into business sites. Collaborated with the marketing team to develop and release the company site resulting in a 15% increase in site visits.

UX Design Lead (Co-founder) · Donavi

March 2020 - August 2021

Enrolled startup idea into the Hatchery NEST program. Conducted thorough user research to identify different stakeholder needs and develop a solution. Crafted storyboards, sitemaps and screen flows to visualize the product's journey. Prototyped and pitched product idea to panel of judges.

Education

University of Waterloo

September 2018 - May 2022

Honours Global Business and Digital Arts

Skills

Design Thinking	User Flows
User research	User Testing
Wire-framing	Site mapping
Mockups	Interaction design
Prototyping	

Tools

Figma	Illustrator
Sketch	Adobe XD
Invision	HTML/CSS/Java
Userzoom	After Effects
Photoshop	Jira

Community

- Userzoom Core Certification
- Coded personal website using HTML, CSS and JavaScript
- Participated in Adobe Creative Jam X Amazon (November 2021)