

Jessica Chu

Product Designer

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Experience

UX/UI Designer • Citco

July 2022 - Present

Drove end-to-end UX strategy and design for Citco's Document Intelligence and Aexeo S platforms, optimizing workflows and improving user task efficiency by 20–30% through data-driven design decisions. Redesigned the document data verification experience, leveraging AI-enabled data extraction to achieve an 80% improvement in accuracy and significantly reduce operational workload

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.

Education

University of Waterloo

September 2018 - May 2022

Honours Global Business and Digital Arts

Skills

Design Thinking
Interaction design
Information architecture
User research
Wire-framing
Prototyping
User Flows
Usability Testing
Site mapping

Tools

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