

## Jenna Kuck-Chang | Senior Product Designer

Product designer with 5+ years of experience, building end-to-end design solutions. Experienced in taking ownership of complex projects and building strong relationships with cross-functional teams.

### Contact

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### Education

**RED Academy** July - September 2016  
UX Designer Professional Program  
**University of British Columbia** 2010 - 2015  
B.Sc Cognitive Systems, Brain & Cognition Major

### Experience

#### Senior Product Designer | Procurify April 2021 - Current

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
- 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