

Jenna Kuck-Chang | Senior Product Designer

Senior Product Designer with a track record of connecting design to measurable business outcomes while owning the messy middle - the cross-functional alignment, the discovery work, the process-building that makes complex products ship well.

Contact

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Portfolio: <https://jennakc.com> | **LinkedIn:** [linkedin.com/in/jennakc/](https://www.linkedin.com/in/jennakc/)

Work Eligibility: Authorized to work in both Canada and the US

Experience

DigitalOcean | Senior Product Designer II July 2022 - Present

- Owned the experience of the full networking product suite, managing cross-product dependencies across a technically complex portfolio of load balancers, VPCs, domains, IP addresses and firewalls.
- Scoped and drove UX decisions for a React migration across the full networking suite, auditing 30+ screens, mapping designs to component libraries, and surfacing high-value experience improvements from customer feedback and support tickets that were incorporated into the migration scope.
- Identified a scalability risk in a core product area during roadmap planning, built a business case through a design pitch doc, and secured alignment to prioritize a full redesign.
- Shipped 20+ experiments across a focused growth sprint, including an upgrade flow that drove a 20% lift, and led discovery and prioritization for the growth team, facilitating cross-functional workshops and building quarterly roadmaps.
- Redesigned a product acquisition flow using funnel analytics and A/B testing, improving sign-up to conversion from 13.5% to 32.8%.
- Mentored junior designers on project prioritization, stakeholder alignment, and design process, supporting their growth and onboarding into the team.

Procurify | Senior Product Designer April 2021 - July 2022

- Led end-to-end design from discovery through delivery, running whiteboarding sessions, critiques, and usability reviews in close collaboration with PM and engineering
- Designed an automated workflow for a high frequency task, reducing the average processing time from 156 seconds to zero and reaching 50% adoption within 6 months of launch.

MediaValet | Senior Product Designer May 2017 - April 2021

- Built the design practice from the ground up, including process, tooling and how design integrated into product and engineering workflow.
- Conducted accessibility audits against WCAG standards and defined a structured remediation plan.

Earlier experiences

Electronic Arts - March 2017 - May 2017 (Contract)

Freelance UX/UI Designer - September 2016 - March 2017

Education

University of British Columbia - B.Sc Cognitive Systems, Brain & Cognition Major

Skills

Competitive Analysis, User Research, User Interviews, Usability Testing, Accessibility, Information Architecture, Site Maps, Wireframing, Interaction Design, Rapid Prototyping, Clickable Prototypes, Product Strategy, Cross-Functional Facilitation, Workshop Facilitation, Discovery & Scoping, Stakeholder Alignment, Figma, AI-Assisted Prototyping, Cursor, Claude Code