



Christopher Chung

Product designer

Southern CA based designer who loves mobile/web design, interaction/experience design, visual UI, and product strategy.

Experience

KAJABI, LEAD PRODUCT DESIGNER, IRVINE, CA – 2019-PRESENT

- Currently leading design on the Commerce team to implement new design patterns and flows for our checkout and admin platforms. I collaborate closely with product managers, developers, and research on a distributed team
- Modernize our checkout and payment method offering as a 0 to 1 initiative that annually facilitates over \$1 billion on the platform
- Driving design vision, discovering UX workflows, and building quick prototypes from interviews and usability studies

CU DIRECT, LEAD DESIGNER, USER EXPERIENCE, IRVINE, CA – 2017-2019

- Redesigned multimillion dollar consumer enterprise product with a strong focus on usability and both user and client workflows
- Established CU Direct's first design system, named Baseline, to ensure pixel-perfect and rapid Engineering implementation
- Led and managed a team of designers to ensure global consistency with the entire suite of consumer and B2B products
- Worked cross-functionally with PMs, Devs and Researchers from conception to early implementation: establishing timelines and consensus from all parties around product flow, tech limitations, and goals for research

CROSSOVER HEALTH, LEAD UX DESIGNER, ALISO VIEJO, CA – 2016-2017

- Led the design and interaction for the look, feel, and functionality of Crossover Health's patient and provider portal for mobile, tablet and desktop
- Part of the core team to reimagine and overhaul the existing platform that our physicians, nurses, and hosts use to interact and provide better care for patients, and greater organizational insights through analytics (population health)
- Continually improved user flows to maximize physician to patient visitations, and medication ordering efficiency as the first dedicated UX designer at Crossover Health
- Clearly communicated concepts and designs with key stakeholders by iterating quick designs and outputting them into high-fidelity, interactive prototypes using Sketch, Flinto, Principle, InVision, etc.

Contact

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Skills

DESIGN:

Wireframing
Prototyping
Interaction design
User-flows
Sketching

TOOLS:

Figma
Sketch
Principle
Flinto
InVision
Zeplin

RESEARCH:

Competitive analysis
Contextual inquiry
Moderated/unmoderated
usability studies

MISCELLANEOUS:

Adobe CC
HTML
CSS

Education

CALIFORNIA STATE UNIVERSITY, LONG BEACH

Bachelor of Fine Arts, 2004
2004 Dean's Honor List,
Cumulative GPA: 3.8

PAYOFF, PRODUCT DESIGNER, COSTA MESA, CA – 2014-2016

- Led creation of new enterprise customer relationship management (CRM) to facilitate business interaction with new and existing funded members
- Developed a financial guide as a core product offering that served the needs of our applicants and fulfill company value propositions
- Directed design and prototyping for landing page collateral using research data and user testing to increase lead-gen on marketing campaigns
- Collaborated with user research to visualize and strategize the iteration of design and development of the loan application flow; Turning data sets into progressive ideas through the creation of innovative and compelling design

TEN: THE ENTHUSIAST NETWORK (MOTOR TREND), UX DESIGNER, IRVINE, CA – 2012-2014

- Translated business and user needs for consumer facing digital properties (web, mobile) through principles of UX research, design, and analysis
- Effectively communicated the user intent to other team members using the storytelling methods of field interviews user-flows and wireframes
- Enhanced user focus by introducing rapid prototyping using Adobe Muse to the workflow of the team
- Employed field interviews, surveys and usability testing to gain empathy and insight for user-flow of the Fourwheeler.com and Mustang 360 web properties
- Partnered with front-end engineers to ensure the fidelity of the user experience throughout the development process from product discovery to launch

KELLEY BLUE BOOK, GRAPHIC DESIGNER, IRVINE, CA – 2006-2012

- Exceeded role responsibilities by designing and developing custom email communications for new products offerings that increased consumer social engagement
- Conceptualized design and graphic imagery of corporate and sales communications, including advertising, emails, brochures, sales presentations & collateral, logo design, direct mailings, branding, and signage, while maintaining historic brand integrity