



Jenn Huang

Product Designer – Sydney, Australia

Summary

I am a product designer with over 15 years of experience developing products ranging from mobile/desktop applications to web-based platforms and enterprise software. Most of my experience has been working in cross-functional teams with an end-to-end user-centred design process. I have been exposed to a number of different companies at various stages of their development, and this has allowed me to evolve into a product designer that is an effective team player who balances business goals while advocating for the end user.

Work experience

Noggin

UX DESIGNER (CONTRACT) • APR 2024 – CURRENT

- Main goal is to improve the user experience for the platform's core features
- Responsible for creating, designing, documenting, and delivering the new Noggin design system, ensuring compliance with AA accessibility standards

University of Technology Sydney (UTS)

UX SPECIALIST (CONTRACT) • MAY 2023 – APR 2024

- Improved the service portal user experience for staff and students
- Conducted heuristic analysis, user research, card sorting, usability testing, and facilitated design workshops
- Designed and tested virtual agent chat workflows to enhance user experience and improve task resolution efficiency

Alyte

PRINCIPAL PRODUCT DESIGNER • SEP 2022 – MAY 2023

- Improved mobile app's usability and user experience
 - Achieved by introduction of class previews and a streamlined session invite
- Re-imagined the future user experience and interface following a complete company rebrand using previous data and user research
- Completed design walkthroughs/workshops, app architecture diagrams, low-fidelity wireframes, design process flows, detailed paths and negative states, user interface designs, and interactive prototypes

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Capabilities

Skills

User Experience (UX) design
User Interface (UI) design
Interaction design
Prototyping
User research
Usability testing
Accessible design
Information architecture
Usability heuristics
UX strategy and planning
Responsive design
QA
HTML5/CSS/PlainJS (Proficient)

Design + planning tools

Design
Figma, Sketch, Adobe Suite

Prototyping
Axure, Protopie, Webflow, Framer, Figma, HTML5/CSS/PlainJS

Planning + strategy
Miro, Lucid, JIRA, Confluence, Notion, Google/Microsoft workspaces

Research
Dovetail, Airtable/Excel/Sheets

Life

Collaborative
Detail-oriented
Process-driven
Team player
Continuous learner



Secure Code Warrior

PRINCIPAL PRODUCT DESIGNER • SEP 2019 – SEP 2022

- Improved first-time user onboarding from 38 to 55 percent
- Cut down customer service manager's first-time customer onboarding from 8 hours to 30 minutes
- Championed accessibility and inclusive design practices
 - This fostered the creation of a public accessibility roadmap following a full platform accessibility audit, and secured accessibility certification for all engineers, design, and content team
- Designed and shipped "Courses"
 - A flagship feature within the platform that was adopted by over 64 percent of active customer accounts
 - This reduced company churn from 35 to 4.8 percent within a year
- Improved the usability of the challenge content player
 - This is the core functionality of the platform based on user feedback from surveys and interviews
- Led design projects across the entire product lifecycle using design thinking methodologies working closely with a cross-functional team
- Conducted extensive user research and usability testing, research analysis, presentation of findings, design process flows, wireframes, and interactive prototypes
- "Awesomeness Award" recipient – 2021, 2022

IR

SENIOR USER EXPERIENCE DESIGNER • MAY 2017 – SEP 2019

- Led the creation, design, documentation, and delivery of the new IR design system
 - This improved platform usability, unified the user experience, and cut design/code redundancies within the platform product lines
- Advocated "accessibility" leading the company to adapt AA accessibility standard
- Improved Call Recording Assurance, a compliance focused product line that led to increased sales and user engagement
 - This was confirmed by improved CSAT and NPS scores calculated from user research interviews and design workshops
- Improved Customer Experience Management, a product line focused on call testing IVRs
 - This led to reducing operational costs by 43 percent and increasing employee productivity by 21 percent
 - This was confirmed by conducting user research and usability tests, design workshops, and collaborating closely with the product manager and various stakeholders
- Improved the Prognosis Status dashboards for real-time monitoring and troubleshooting of issues based on user feedback, usability testing, and user interviews
- Led and redesigned IR's marketing website and community portal
 - Previous issues regarding information architecture and content user targeting were improved
- "Employee of the Month" recipient – 2017, 2018

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Education

Deque University

Certificate in Accessibility Fundamentals – Disabilities, Guidelines, and Laws
Certificate in Responsive Design and Zoom
Certificate in Usability Testing for Accessibility
Certificate in Visual Design and Colours (WCAG 2.1)
Certificate in Accessibility Fundamentals – Disabilities, Guidelines, and Laws for Mobile Apps, Designers, and Program Management 2021

Nielsen Norman Group

Measuring UX and ROI course
Service Design course
2021

Scrum Alliance

Certified Scrum Product Owner
2020

General Assembly

Certificate in User Experience Design, 95.8%
2016

Meralco

Certificate in Programming in C++
2004

De La Salle – College of Saint Benilde

Bachelor's Degree, Multimedia Arts – Honour's List
2001–2004



Harvey Norman

SENIOR USER EXPERIENCE DESIGNER • MAY 2016 – MAY 2017

- Designed and delivered a proof-of-concept mobile app to support sales people in-store through contextual inquiries, design workshops, and close collaboration with business analysts and engineers
- Designed and delivered the online furniture section in Harvey Norman's e-commerce site
 - This was based on previous user feedback, competitor landscape analysis, design workshops, and interactive prototype user testing
- Improved and delivered a sales application that led to increased furniture sales in-store

Pureprofile

SENIOR UX/UI DESIGNER • SEP 2015 – MAR 2016

- Improved and delivered a better responsive user survey experience inside the platform based on user feedback and design workshoping
- Designed the user experience for survey creations, working alongside various stakeholders, and the design team

HugoMNL

CO-FOUNDER / DESIGN LEAD • SEP 2007 – MAR 2015

- Led and designed Nukona's brand website and responsive application
 - This led to a 300 percent increase in new sales and company acquisition by **Symantec**
- Led the design for **Kodak's** print desktop application that allowed users to easily sync and remotely edit and print photos
- Led and designed Nacho Cove's brand, website, mobile and desktop iOS enterprise application
 - This led to a company acquisition (undisclosed) shortly after
- Improved the design and first-time user onboarding for **Aisle Planner**, one of the leading event planning platforms for weddings and events
- Led the design for mobile and web applications for 6FigureJobs, Next Connect, and AutoiPacket
- Improved **Walmart's** metrics HR dashboard tool to track internal OKRs
- Collaborated, managed and led engineering teams across various projects to ensure project goals and milestones were delivered within the allocated time and budget
- Co-established a Facebook networking group that connected the Filipino design community
 - This has grown to over 24,000 users to-date

De La Salle – College of Saint Benilde

ACADEMIC PROFESSOR • OCT 2005 – OCT 2006

- Worked as a part-time professor for web design and front-end development

Vipertech

DESIGN / INFORMATION ARCHITECT • JUN 2005 – MAR 2006

- Led design and delivery for **Citi Group's** new product using gamification
- Designed and delivered **Wrigley's** Flash-based microsite for a new product launch

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References

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