

Jasmine Chen

product / designer

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Experience

DocuSign / Product Design Intern

June 2022 - August 2022

- Independently designed an end-to-end conversion experience for 1,000+ admins and their users from DocuSign's legacy contract lifecycle management software (CLM.cm) to new version (CLM.ds). Presented work to 100+ person product experience team.
- Collaborated with 21 cross-functional partners across IX, Engineering, Product, UX Research, and Systems teams to design localizable and scalable user experience that reduces product lift, eliminates tech debt, and opens access to new benefits for thousands of CLM.cm users.

Netflix / UX Research Project Lead

February 2022 - June 2022

- Lead 4 consultants on a UX project while managing communication with 3 clients and delivering insight-driven recommendations
- Surveyed 248 participants, conducted 14 interviews and 8 competitive analyses to understand user demands for interactive media
- Designed 5 research-backed proposals to generate user retention and fan engagement

Gig Car Share / Product Design Consultant

August 2021 - January 2022

- Designed a high-fidelity prototype and product proposal to optimize business revenue, user satisfaction, and traffic to Gig's support center
- Spearheaded research stage of project, leading team through ethnographic studies, surveys, interviews, and user-testing with 50+ Gig users

Umba / Product Design Intern

June 2021 - September 2021

- Lead designer for Referral, Savings, and ID verification features, impacting 250,000+ users to enable customer growth realization and product adoption, increasing non-lending GTV by 300%+
- Redeveloped entire design system to streamline collaboration with 50+ cross-functional partners in Engineering, Product, and QA teams
- Conducted usability testing and user research with 60+ users to define 3 user personas and increase product usability

Miro / Product Design Consultant

February 2021 - May 2021

- Crafted a high-fidelity prototype to increase collaborative usage and user retention for Miro's EDU community
- Conducted user research with 200+ students and educators through surveys, interviews, and user-testing
- Led prototype stage of project, synthesizing research insights to develop low-fidelity prototypes into high-fidelity deliverables

Education

University of California, Berkeley

August 2019 - May 2023
Berkeley, CA

B.A. Cognitive Science
Certificate in Design Innovation

Skills

PROGRAMS

Figma
Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe XD
Rhinceros
Procreate

RESEARCH

User Interviews
Competitive Analysis
Survey Design
Affinity Mapping
Persona Development
Journey Mapping
Storyboarding
Usability Testing

DESIGN

Wireframing
Prototyping
Marketing
Illustration
Brand Development

LANGUAGES

English - *Fluent*
Mandarin - *Heritage*
Korean - *Intermediate*