

JEFF CHAN

PRODUCT DESIGNER

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SKILLS

DESIGN

- Design Systems
- Design Thinking
- Prototyping
- User Research & Testing
- User Experience Design
- User Interface Design
- UX Strategy
- Visual Design
- Web Design
- Wireframing

TOOLS

- Abstract
- Adobe Suite
- Adobe XD
- Axure
- Figma
- InVision
- Mural
- Optimal Workshop
- Principle
- Sketch
- UserTesting

DEVELOPMENT

- HTML
- CSS
- Javascript
- WordPress

EDUCATION

UNIVERSITY OF CALIFORNIA, IRVINE

Master of Human-Computer Interaction & Design
Sep 2019 – Sep 2020

CITY UNIVERSITY OF NEW YORK, QUEENS COLLEGE

Bachelor of Science, Design
Jan 2013 – May 2017

OTHER

LANGUAGES

Fluent in English & Cantonese
Basic proficiency in Mandarin

EXPERIENCE

THE WALT DISNEY COMPANY

Product Designer • Disney General Ent. | New York, NY • Jun 2021 – Present

- Collaborated on transforming the article storytelling experience across Disney's leading brands.
- Contributed to multiple projects across Disney leading brands such as ABC News, National Geographic, ESPN, GMA, and FiveThirtyEight.
- Tasked with the documentation of the ABC News design system library for cross-brand use and creating more efficiencies for our design process.

UI Designer • News Team | New York, NY • Feb 2020 – Jun 2021

- Designed and launched multiple features for the Election 2020 web page.
- Led the design for the Interactive Election Map 2020 for ABC News.
- Created a new suite of map products that could be re-used for multiple features, such as the 2020 Election map, COVID-19 and vaccinations map.
- Contributed to the redesign of the National Geographic app on iOS and Android. Led the design QA process for Android mobile and tablet.
- Collaborated with Product and Engineering on the design QA process for ABC News streaming app for FireTV, Android TV, Roku, tvOS.

UC IRVINE GRADUATE DIVISION • CAPSTONE PROJECT

Lead UX Designer | Remote • Mar 2020 – Sep 2020

- Applied a UX framework for an end to end process to re-evaluate the current admissions system, Slate. These included interviews, surveys, UX strategies such as heuristic evaluation and competitive analysis, user journey maps, wireframes, user testing, and high-fidelity prototype.
- Led the design process from ideation to final prototype. Product reiterated over the course of our engagement through user testings.

MEDIAOCEAN

UX Designer | New York, NY • May 2019 – Jan 2020

- Utilized user centered design to translate complex business processes into intuitive designs across the full suite of web-based applications.
- Led the end-to-end UX process of Mediaocean's new blockchain-based web application that expedites invoice and auditing interactions.

PRUDENTIAL FINANCIAL

UX Visual Designer | New York, NY • Nov 2018 – May 2019

- Collaborated with the marketing team to redesign Prudential's new user intro emails that increased conversion rates.

Jr. Visual Designer | New York, NY • Jul 2018 – Nov 2018

- Designed enterprise-level personas founded in motivations, drivers and influencers to be used in all teams to ensure better customer experience.

THE SPARK GROUP

Front-End Web Designer | New York, NY • Aug 2017 – Jun 2018

- Led creative direction from early-stage concepts, researching competitor analysis, designing wireframes, and developing.
- Explored and provided new solutions for better conversions through results of A/B testing for our clients.

Web Design Intern | New York, NY • Jun 2017 – Aug 2017

- Designed wireframes and prototypes with the web designer for new and existing clients. Maintained the company's and clients' websites.

BILLBOARD

Design Intern | New York, NY • Feb 2017 – Jun 2017