TIFFANY CHEN

PORTFOLIO

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CONTACT

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SKILLS

UX/UI design | Interaction Design
Wireframing | Rapid Prototyping
User Research | Journey Maps
Usability Testing | User Interview
Web / Mobile Design

Figma | Adobe Suite
Jira | Confluence | Miro
HTML | CSS | Webflow

EDUCATION

eCornell University Certificate
Design Thinking
Project Management
Web Design and Development

Parsons School of Design
BFA in Fashion Design
May 2018

WORK EXPERIENCE

JP Morgan Chase & Co
Chase - Consumer & Community banking - DCE - Benefits

VP, UX Design Lead | July 2023 - Current

- Spearheading as the lead designer for the Chase Benefits Hub, taking charge of initiatives to educate users on the full spectrum of benefits. Leveraging user insights to improve the overall user experience, which includes guiding strategic decisions and optimizing user journeys on both the web and mobile app.

- Conveying the design strategy to stakeholders across various levels, elucidating its alignment with business objectives, and emphasizing its contribution to the overall success of the Benefits Team.

- Guiding and nurturing a dynamic design team through leadership responsibilities, conducting interviews, facilitating kick-offs, and mentoring new members. Providing strategic guidance to foster professional growth and enhance the overall team effectiveness.

Senior User Experience Designer | Oct 2021 - June 2023

- Enhanced user experience and connectivity strategy by collaborating with content, research, tech, and product teams to implement a responsive platform for Chase Benefits Hub, catering to both mobile (iOS and Android) and desktop environments.

- Delivered various product enhancements resulting in a remarkable 30% increase in overall user engagement. Specifically, Sapphire customer engagement surged by an impressive 39%, accompanied by a notable 3.3% boost in click-through rates (CTR).

- Created wireframes, prototypes, and high-fidelity designs, iterating based on user feedback and usability testing results. Worked closely with development teams, providing detailed design specifications and conducting design reviews to ensure accurate implementation.

Omnyway
A leading provider of contextual digital commerce platforms - Forbes

Product Designer | Nov 2018 - Sep 2021

- Created a company website for the launch of a new product suite serving world-leading luxury brands. Conducted usability analysis, requirement gathering, leveraging product roadmap and company vision to identify the strategy and frame the product.

- Established a new UI interface across desktop, mobile, and tablet platforms. Led whiteboard sessions, critiques, and design reviews to drive product direction.

- Acted as lead designer for all visual content, including campaign design, landing page design, video editing, and marketing outreach. Served brands including Brookfield Properties, Hugo Boss, Moncler, and 15 other companies, which increased usage rate by 300% (MAU 1k -> 3k)