

# JESSICA L CHANG

PRODUCT DESIGNER

## PROFILE

A Product Designer with a leader mindset driven by focus and passion. I get excited about strategic thinking, delightful interactions and detailed visual design. I'm a self-starter and always up for a challenge.

## CONTACT

 (646) 469-7942

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 www.jessicalchang.com

## EDUCATION

### Bachelor in Communications

Rutgers University  
2011 – 2015

## SKILLS

User Experience Design

Product Strategy

Prototyping

Mobile/Web Design

User Research

Sketch/Invision/Zeplin

## EXPERIENCE

### UX Designer | May 2018 - Present

PayPal

- Designed e2e experiences to solve both consumer and merchant problems through a systematic framework thinking
- Led design and strategy of multiple initiatives under the PayPal Marketing Solutions and PayPal Shopping portfolio
- Improved activation rates and increased retention from 60% to over 80% for Paypal Marketing Solutions
- Recovered over \$12m in TPV for merchants and partnered with 40+ merchants
- Identified user research opportunities and conducted over 100+ user interviews to understand consumer and merchant needs and product usability concerns
- Collaborated with other design teams to standardize and define broader patterns including those in the PayPal design system

### UX Design Student | Sept 2017 - Jan 2018

DesignLab UX Academy

- Collaborated with a software engineer from Yahoo to build a responsive website using Sketch and Zeplin
- Designed responsive wireframes and rapid prototypes
- Utilized industry standard design tools and software
- Applied the foundations of UX design principles and the design thinking process

### Project Coordinator | Sept 2015 - Sept 2017

Moody's Analytics

- Drove development, delivery and deployment of 2016 launch of RiskBench and its following releases
- Coordinated resources, drafted deployment plans, mitigated potential risks and dependencies