



Jessica Hung

Product Designer

Results-driven Product Designer with 3+ years of academic and practical experience in UX research, user-centered design, and visual storytelling. Skilled in Figma, Adobe Creative Suite, and HTML, with proven expertise in cross-functional collaboration to drive product success and elevate user satisfaction.

Email
cya.jessica@gmail.com

Portfolio
www.jessicac-hung.com

LinkedIn
linkedin.com/in/jessicacyah

Education & Learning

Northwestern University

MS in Information Design
& Strategy

UX/UI Specialization

Sep 2022 - Jun 2024

University of Washington

BA in interdisciplinary Visual Arts
Minor in Urban Design & Planning

Sep 2014 - Jun 2019

General Assembly

User-experience Design Certification

Mar 2022

University of Washington

Human-centered Design & Engineering
London study abroad program

Sep 2019

Skills & Tools

Research & Analysis

Business Analysis, UX Research,
Competitive Analysis, Customer Journey
Mapping, Service Blueprinting, Service
Safari

User-centered Design

User Testing & Validation, Persona,
Information Architecture, Interaction
Design

Prototyping & Wireframing

Low- and High-Fidelity Wireframing,
Interactive Prototyping, User Flow

Product & Visual Design

Visual Design, Defining Product
Specifications, Design System
Development

Tools

Figma, Adobe CC, HTML, Adobe
CC, Miro, Mural, Notion, ChatGPT

Work experience

Freelance Product Designer | Jul'24 - Present

- Developed user-centric design solutions for diverse client needs, including mobile apps and websites.
- Created low- and high-fidelity prototypes using tools like Figma and Adobe XD.
- Implemented and maintained design systems to ensure brand consistency and scalability across products, enabling seamless handoff to developers and reducing design inconsistencies.
- Designed and delivered visually compelling presentations for client pitches and project updates, clearly communicating design rationale and resulting in a 90% client approval rate on initial concepts.

Wiwynn | Account Manager Jun'22 - Present

- Reduced excess inventory by optimizing management strategies and implementing a strategic consumption plan, cutting inventory costs from \$4.5M to \$1M and boosting sales revenue by \$4.8M within one fiscal year.
- Strengthened client relationships through targeted outreach and problem-solving, successfully identifying and resolving project roadblocks, leading to an 36 % improvement in customer satisfaction and 27 % faster project completion rates.
- Collaborated with global department heads and cross-functional teams to synchronize sales targets with production fulfillment, achieving a 25% increase in production efficiency and 15% on-time project delivery.
- Led cross-functional project teams to streamline processes and align project goals, using metric-based reviews and structured progress updates, resulting in an 42% improvement in project completion timelines and 26% reduction in process bottlenecks.

Kate Spade | Operation Supervisor Feb'20 - Nov 2021

- Deployed and monitored processes to boost long-term business success with VIP clients, equivalent to 30% of monthly sales.
- Established and developed various reports and metrics related for workflow improvement and performance analysis.