





# JESSICA CHEN

## UX and Product Design Professional

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-  <http://jcuxd.com/>



I'm passionate about UX design and eCommerce. Throughout my career I've had the opportunity to work across a range of teams and products. Most recently, I've spent the last 13+ years at Newegg where I currently lead a professional team of designers as a Sr. UX Design Manager.



01.2020 **Newegg** *City of Industry, California*

Present

### Sr. Manager, User Experience and Design

04.2017 **Newegg** *City of Industry, California*

01.2020

### Manager, User Experience and Design

- Manage the team of UX designers, including US and overseas members
- Focus on Newegg US and global sites and mobile experience
- Conceptualize design direction and strategy for new and existing features
- Lead and redesign the full site from homepage, product search, to shopping cart, checkout flow and post purchase experience

10.2007 **Newegg** *City of Industry, California*

03.2017

### Sr. UI / UX Designer

- Worked on major long- and short-term web and mobile projects
- Gathered, processed and organized complex design requirements
- Translated requirements into well-defined wireframes
- Created high fidelity visual mockups
- User research, A/B and multivariate testing, and usability testing
- Developed templates and functional prototypes by hand coding HTML, CSS and JavaScript
- Mentored and guided junior designers
- Presented projects and advised to stakeholders
- Researched competitors and industry standards and best practices

10.2005 **TwinBridge** *Monterey Park, California*

09.2007

### Web Designer

- Led and collaborated with marketing and web development managers to design and implement campaigns for corporate websites
- Managed web traffic statistics and operated Search Engine Optimization ongoing campaigns
- Designed and developed the digital and training materials and user manuals



01.2002

### Masters Degree

12.2003

*California State University, Los Angeles*

New Media Design and Production

06.1997

### Bachelors Degree

06.2001

*Aletheia University, Taipei, Taiwan*

Foreign Languages and Literature



Sketch App / Figma / InVision Studio

Adobe Photoshop / Adobe Illustrator

HTML / CSS

Balsamiq

WordPress

Bootstrap