

Chae Kwon

Product Designer

With Ethnographic Research + Social Service Background

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Work Experience

Extra | Product Designer

Jan 2022 - May 2023

Series B Fintech at \$1.2B valuation that uses a debit card to help people build their credit.

- Led all designs for in-app experiences, responsible for metrics like conversion, engagement & retention.
- Achieved a 30% increase in conversion rate for the debit card application funnel by optimizing the design.
- Decreased failed transactions by 57%, effectively mitigated financial losses caused by unpaid invoices.
- Increased 45-Day retention by 14% through the Credit Score Monitoring feature.

DesignLab | UX Designer Student Intern

Oct 2020 - September 2021

1000+ hours of UX Design Bootcamp; experience collaborating with stakeholders on real-world problems.

- Achieved substantial growth in a local business's customer conversion rate and overall revenue by implementing a website redesign focused on enhancing mobile responsiveness and achieving a task success rate of 100%.
- Validated the utility of apartment comparison features by building a hi-fi prototype based on thorough UX Research, resulting in 98% of participants finding the feature highly useful for their needs.
- Collaborated with a developer to design and develop a habit-building app, leveraging identity-based habits and the Atomic Habits framework, resulting in a 100% success rate and user feedback with an avg of 96 SUS score.

MAXIMUS | Case Manager

May 2020 - Jun 2021

Case manager for California State welfare program to help low-income parents become self-sufficient during peak COVID.

- Conducted extensive interviews, managing 40 clients each month to identify their barriers to finding a stable income and addressed their pain points by allocating the right resources for them.
- Created a personalized roadmap that empowers each client to commit to their goal of reaching self-sufficiency and oversaw their progress until they met the income threshold.

Immigrant Defenders Law Center | Administrative Assistant

Nov 2018 - Sep 2019

Advocated for the rights of refugees and undocumented immigrants & gained experience in managing a nonprofit organization effectively.

- Streamlined the recruiting and onboarding experience, resulting in a 46% reduction in the time to hire.
- Established the first law library management system to improve lawyers' workflow & reduce operating costs.

Skills

UX Research

User Interviews

Ethnographic Research

Competitive Analysis

Information Architecture

Wireframing

Rapid Prototyping

Interaction Design

Usability Testing & Iteration

Synthesize qualitative data

Iconography

Design systems

Figma

Adobe Suite

HTML/CSS

Education

California Polytechnic University, San Luis Obispo | BA in Ethnic Studies; Minor in Asian Studies

- Used ethnographic research method to understand and improve the implication of North Korean refugee integration.
- Facilitated multicultural intergroup dialogues in inclusive and diverse settings.