Jenna Chun

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Overview

Fintech & B2B SaaS Product Designer with 4+ years of experience in UX/UI, design systems, and data-driven solutions. Skilled in A/B testing, and scalable design to enhance trust, efficiency, and engagement in financial experiences.

Interests

- Fintech
- B2B SaaS
- User-Centered Design
- Data-Driven UX
- Strategic Thinking
- Design Systems
- Business & Entrepreneurship
- User Psychology

Professional Experiences 4+ years

Product Designer (Full-time)
May 2023 - May 2024
Spendit | Seoul, South Korea

- Led UX/UI design for a B2B expense management platform, collaborating with engineers & PMs to increase task efficiency by 40%.
- Developed and maintained a scalable design system, reducing inconsistencies and accelerating feature rollout by 35%.
- Conducted user research & VoC analysis, leveraging CX insights to improve customer satisfaction by 43%.
- Designed and implemented A/B testing on onboarding flows, reducing support inquiries and increasing user retention.
- Created dashboard & analytics UI, simplifying financial reporting for users.
- Adapted fintech UX patterns from leading U.S. financial platforms (e.g., Stripe, Expensify, Ramp), ensuring compliance with international best practices.

Product Designer (Part-time)
Jul 2024 - Nov 2024
Sparklabs | Seoul, South Korea

- Developed high-fidelity prototypes in Figma, reducing development cycles by 30%.
- Worked on global SaaS solutions, ensuring seamless user experience for diverse international markets.

Product Designer (Full-time)
Jan 2020 - Mar 2023
Watcha, Inc. | Seoul, South Korea

- Designed personalized recommendation UX for a content platform with 300M+ users, optimizing engagement.
- Applied data-driven UX insights to Fintech UX at Spendit, improving usability and design consistency.

Education

Rhode Island School of Design (RISD)
Class of 2019
Providence, RI, USA

Bachelor of Fine Arts (BFA) in Film/Animation/Video(FAV), minor in Art History

🏆 RISD Scholarship 2015, 2016, 2017, 2019

University High School
Class of 2014
Irvine, CA, USA

Skills

Design Tools

Figma, Photoshop, Illustrator, Premiere, Unreal Engine, SketchUp

Languages

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Core Expertise & Impact

🚀 **Fintech & B2B SaaS Expertise**
Deep understanding of transaction processing, budget management, and data visualization.

📊 **Data-Driven UX**
A/B testing, user research, and behavioral insights to drive engagement & efficiency.

🛠️ **Design System Leadership**
Experience in building scalable UI components for consistency & faster development cycles.

🤝 **Global Perspective**
Researched and applied UX patterns from leading international fintech and SaaS companies to design scalable, market-ready solutions.