

J E N N

C H A N

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Staff Product Designer

I design complex workflows, from research and vision to shipped products that serve users and drive business outcomes.

EXPERIENCE



Nike | Lead Digital Product Designer 2022 – 2026, 4 years

Transformed Nike.net's generic B2B wholesale buying journey with personalized AI/ML recommendations, partnering with PM, engineering and AI/ML leads:

- **Seasonal Pre-order Landing Page:** Brought in near the deadline to lead two designers, prioritized scope and shipped the MVP on time. The page drove a 3.7% lift in AOV and \$274M in projected annual incremental revenue.
- **AI-Powered Search:** Designed results experience showing comparable options when the searches returns no results. \$5.6–7.3M realized to date and projected to unlock \$72M+ in FY26.
- **Cancellation Replacement:** Led research that shaped the roadmap for replacing cancelled orders. Shipped the MVP and a fast-follow iteration.
- **Vision and strategy:** Led research and workshops shaping the vision for an easier way to manage complicated orders and for faster, more secure onboarding and personalization.
- **Research:** Partnered with PM to build a research database of retail partners. Created research planning, moderator guide and synthesis templates; mentored designers through research.



ADP | Principal UX Designer 2022, 9 months Lead UX Designer 2017 – 2022, 5 years 1 month Senior UX Designer 2015 – 2017, 1 year 3 months

Shaped key experiences across SmartCompliance, ADP's B2B SaaS payroll compliance platform. Designed tax profiles that helped 87% of at-risk clients clear a critical filing blocker and drew 18,000+ visitors a month.

- **Tax Profiles:** Let clients manage tax profiles across all jurisdictions with guided error prevention (16% of missing Colorado tax authorizations were submitted in the first week of release) and setup that applies agency rules automatically.
- **Funding and Invoicing:** Let clients manage invoices and funding online, cutting the use of the old report-based flow to 1% and drawing 200,000+ invoice views a month.
- **OneUX:** Created the UX strategy for the platform migration and design system adoption; established archetypes and designed high-impact areas as foundational guides.
- **Origin:** Designed a new onboarding workflow cutting onboarding time.



Magellan | Senior UX Designer 2012 – 2015, 3 years

Designed experiences for fitness wearables and mobile, SmartGPS navigation, and commercial fleet navigation.

EDUCATION



Rhode Island School of Design Bachelor of Fine Arts, Industrial Design

SKILLS

Figma	Product Vision	User Research
Cursor	Visual Design	Workshop Facilitation
Prototyping	Complex Workflows	Navigating Ambiguity