

Jenny Cheng

Product Designer

About

Senior product designer experienced in leading projects building enterprise software. Designed and launched large scope products that drove significant revenue growth for both the users and the business.

Contact

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Portfolio

www.jennycheng.com

Password upon request

Education

Hack Reactor (2017)

Software Engineering

Advanced Immersive

Shillington School (2017)

Graphic Design and

User Interface Immersive

Haas School of Business — UC Berkeley (2010)

B.S., Business Administration

Skills

Design

Design tools include Figma, Zeplin, Abstract, Whimsical, InVision, Sketch, Balsamiq, Webflow, etc.

UX practices include user research, product strategy, design sprints, information architecture, prototyping, usability testing, etc.

Programming

Strong understanding of React, Javascript, HTML, CSS, APIs and databases.

Work Experience

Flow.io

Senior Product Designer

New York, NY • 2019-2021

Marketing Feeds - *Automated product feed localization for major ad channels.*

- Oversaw the product as the lead designer for 2.5+ years — from opportunity research in 2018 to its launch in 2019, to the iterated releases in 2020. Also served as the interim founding product manager leading a team of 5 engineers.
- Helped launch and scale the Feeds product to reach active utilization with 2M products localized, driving 4.5M site visits, 5,200+ orders, and \$1.6M attributed revenue for early users within 1 year of launch.
- Designed scalable workflows for 3rd-party integrations with major marketing platforms including Google, Facebook, and Criteo to enable automation of product feed localization, real-time syncing, and usage tracking.
- Contributed to product strategy and end-to-end product development, with our team's latest collaboration workflows, including user research, feedback iterations, and quality reviews, serving as the template models for the company.

Leadership Projects - *Initiated 2 company-wide projects around product vision and design team workflow improvement.*

- **Product Architecture** - Initiated a product architecture project to re-evaluate product mental model based on user feedback and designed an alternative product structure. Significantly impacted our product roadmap and accelerated Flow's shift to becoming an even more consumer-focused enterprise software product.
- **Design System Refresh** - Led the refresh of Flow's Design System. Championed and overlooked our transition from Sketch to Figma, redesigned the hierarchy of our design system, and revamped the functions and forms of our key components.

Product Designer

New York, NY • 2017-2019

Order Fulfillment - *Order fulfillment without WMS integrations.*

- Designed order fulfillment workflows based on in-warehouse user observations and interviews. Significantly improved Flow's client integration speed by removing the typical blocker of the 3-month WMS integration timeline.

International Discounts - *Customizable discounts and promotions.*

- Spearheaded time-sensitive product build — from designing comprehensive features to modularizing scope to enable shipping 1st release within 1 sprint. Immediate adoption by our largest client, with a 37% increased conversion result.

Console Improvement Projects - *Shipped major feature improvements in 5 product categories (Countries, Orders, AB Testing, Logistics, and Checkout).*

- Identified, designed, and shipped critical feature improvements with low effort and high impact, to offer more delightful user experiences, enable long-term product scalability, and empower both novice and power users.

Co-Founder and Founder, Rosier Studio

San Francisco, CA • 2013-2017

- **Homier home decor brand** - Developed and ran product strategies on Amazon to successfully sell over 15K units with 16% repeat customers.
- **Jenny Cheng womenswear brand** - Partnered with fabric houses, vendors, and manufacturers to produce specialty-fabric dresses and artisanal leather sandals.

Senior Financial Analyst, Ann Taylor (Ann Inc.)

NY, NY • 2012-2013

- Responsible for financial reporting, KPI dashboards, and benchmark analysis for all departments in the Ann Taylor brand.

Investment Banking Analyst, RBC Capital Markets

SF, CA • 2010-2012

- Assisted companies in their initial public offering and merger processes, and provided strategies for capital structure scenarios.