

Hope Chung

Senior Product Designer

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EXPERIENCE

Fidelity Investments - Interaction Product Designer

Dec 2022-Present

- Launched 4 new products and experiences into market, including Fidelity's student debt hub and money transfer experiences.
- Conducted 90 min in-home qualitative interviews and virtual usability tests to validate concepts and improve usability.
- Created user personas, user flows, and insight frameworks that informed design strategy and revealed key pain points and opportunity areas.
- Coordinated with cross functional business teams and stakeholders to translate design vision into actionable product solutions.

Softrams - UX UI Designer

Jul 2021-Nov 2022

- Shipped end-to-end experiences for 4innovation, Centers for Medicare & Medicaid Services' new payment and healthcare service model.
- Created and presented interactive prototypes to guide customer decision making and validate concepts through usability testing.
- Translated user needs into actionable insights using journey maps, user flows, and user research, resulting in improved usability and clearer workflows.
- Led and built scalable 508-compliant design system components that reinforced brand consistency and enhanced product efficiency.
- Collaborated closely with product teams, stakeholders, and end users in an agile environment to deliver design solutions.

OMM - Multimedia Designer

Aug 2018-Dec 2019

- Created educational pamphlets, storyboards, illustrations, and 2D animations that explained the historical and cultural context behind famous operas and symphonies.
- Showcased animation and illustration work for OMM's live concert events.

Rainbow Center - Graphic Designer

Aug 2017-Sep 2017

- Produced posters, illustrations, and murals featuring children's stories and positive messages for preschool students.

EDUCATION

Maryland Institute College of Art

2016-2020

B.F.A. Illustration, Concentration in Animation & Sequential Art

Southern Methodist University

2020-2021

Certification in User Experience Design

SKILLS

Responsive Web/Mobile Design
Usability Testing
User Interviews
Design System
Wireframing
Rapid Digital Prototyping
Motion Design/Animation
Branding
Storytelling
Illustration
Video/Audio Editing

TOOLS

Figma
Claude
Adobe Suite
Miro
Mural
HeyMarvin
Dovetail
Jira
Microsoft Office Suite

LICENSE & CERTIFICATION

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