

San Chung

Product Designer

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Senior Product Designer

2021-2023

Discord

- » Improved Discord's accessibility by working with the Design Systems team to update in-app colors to be [WCAG AA compliant](#), [creating an in-app accessibility setting page](#), contributing to accessibility features, and promoting accessibility values across multiple teams. Corresponded directly with users for qualitative feedback.
- » Improved Role-creation features and created [View as Role feature](#) for complex community-moderating permission rulesets within the Growth team.
- » Collaborated with UXR teams to identify problems, distill research into solutions, prototype and facilitate usability testing for qualitative study, and interview users for feedback within the Core Product team.
- » Organized and developed designs for system-wide Username changes, including messaging, UI implications, prototyping solutions, and orchestrating efforts with engineers.

Product Designer

2019-2021

Discord

- » Created surfaces for Server Boosting, which enabled Discord to generate a new type of revenue stream based on native features as a subscription product.
- » Increased new user activation by 3% by creating [Server Templates](#), which allowed users to share templates with each other. Included creating a web page that showed myriad use cases.
- » Organized and developed designs for system-wide Username changes, including messaging, UI implications, prototyping solutions, and orchestrating efforts with engineers.

Freelance Designer

2017-2019

- » Clients include: Vlocity (a Salesforce-partnered company), Skycar Creative (with Adobe), IGN, and Twitch broadcasters
- » Presentation design, custom illustration, iconography, systems & business diagramming, wireframing, UI design, graphic design

Skills

Product design, UI/UX design, accessibility, WCAG, information architecture, product strategy, mobile design, usability testing, design thinking, systems thinking, user experience research, prototyping, interaction design, typography, HTML, CSS, Sass, Sketch, Illustrator, Photoshop, InDesign, Figma, After Effects, Origami Studio, visual design, wireframing

Education

BS Visual Communications Design • San Francisco State University • 2014