Alex Chhuon

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Senior Product Designer

WORK EXPERIENCE

Disney Streaming • Los Angeles, CA, USA • 03/2022 - 07/2023
Product Designer

- Led and executed all phases of design process from research, ideation, and visual design for the help centers for Disney+, Star+, and ESPN+ where users troubleshoot issues through articles, calling a service agent, virtual assistant, or online chat.
- Redesigned the help centers for Disney+, Star+, and ESPN Help Centers for responsive web designs and launched design for sites with over 10 million monthly viewers.
- Standardized designs under a unified Disney's Streaming design system and style guides in Figma resulting in a consistent help experience across Disney's streaming services.
- Acted as sole designer for product in a start-up-like team in Disney. Collaborated with product managers on business goals and KPIs while working with engineering on design handoff

Hulu, Contract • Los Angeles, CA, USA • 07/2021 - 03/2022
Product Designer, Enterprise

- Led design process including research, ideation, wireframes, and creation of interactive prototypes for Data Portal, an internal data aggregation tool, used by executives, content programmers, and data analysts.
- Designed a global navigation for the dashboard for a data aggregation tool, resulting in improved findability of data reports.
- Led research with internal users through interviews and card sorts which resulted in a site map matching user's mental models.

Alex Chhuon Design • Los Angeles, CA, USA • 02/2018 - 07/2023
UX Designer

- PassKit Inc - Led the redesign of the dashboard, onboarding, and payment flow of a B2B SaaS product used by to create and manage mobile wallet passes, resulting in tripled conversion rates from 3% to 9%
- Investor's Business Daily - Created personas and led design process with product management and advertising teams resulting in a less intrusive in-article advertisement sold to ad partners as a new revenue stream.

SKILLS

Adobe Creative Suite, Android, B2B, Design Critiques, Design Systems, Figma, Information Architecture, iOS, JIRA, Miro, Mobile Design, Product Design, Responsive Web Design, SAAS, Usability Testing, User Experience, User Flows, User Interface Design, User Research, Visual Design, Wireframes, Workshops Facilitation

EDUCATION

Bachelor Of Arts English
California State University Fullerton
Fullerton, CA, USA
12/2017