

JOANNE CHAO
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SENIOR UX/UI DESIGNER
[linkedin.com/in/joanne-chao](https://www.linkedin.com/in/joanne-chao) (LinkedIn)
joanneychao.com (Portfolio)

Translate concepts into wireframes and prototypes that lead to an intuitive user experience. Facilitate client's product visions by researching, conceiving, sketching, prototyping, and mocking up user experiences for desktop and mobile solutions. Quickly assess complex problems and produce world-class user interface designs. Involve with projects from concept to delivery.

Professional Experience

Jack Henry & Associates 2020 – Present
Senior UX/UI Designer

Create the best-of-breed software for the credit union space in the R&D department. Work directly with many internal company stakeholders as well customers and prospect clients.

- ◆ Work closely with the teams and stakeholders to create and design features for new products from the ground up
- ◆ Participate in design sprints with cross-functional teams, testing, and iterating
- ◆ Create compelling stories with key advantages around new concepts that sell them to potential stakeholders
- ◆ Partner closely with UX researcher to identify consumer research, user experience testing, and usability study and provide actionable recommendations

Thomson Reuters 2019 – 2020
Senior UX/UI Designer

Worked closely with a cross-functional and global team throughout the product development cycle; from concept development to execution to launch, all while advocating the voice of users.

- ◆ Transformed complex government state tax websites into intuitive, accessible, and easy-to-use designs through the entire experience lifecycle, from the first-time user to the expert
- ◆ Identified high checkout abandonment rate and implemented an optimized checkout flow to increase conversions by 2%
- ◆ Articulated design concepts, intuitive interactions, and workflows; through user journeys, storyboards, wireframes, prototypes, and other materials
- ◆ Conducted efficient and unbiased user interviews to better understand user needs

Citi Group 2017 – 2019
Senior UX/UI Designer

Created wireframes, process flows, mockups, and prototypes to effectively communicate interaction and design ideas and collaborate with product owners, business partners, vendors, and IT engineering to define and implement innovative solutions for the product direction, visuals, and experience.

- ◆ Reinvented remarkable mobile banking services by designing one module fits all payment, transfer, request, and split flows for native mobile and desktop applications
- ◆ Designed a revolutionary solution to bring digital banking experience and social life together
- ◆ Created Design Library System to provide a consistent and cohesive experience
- ◆ Focused on millennials customers' needs by understanding their values and providing a delightful digital experience
- ◆ Conceptualized Single-Sign-On marketplace for logging into online retailers effortlessly and seamless check out process
- ◆ Understanding of Web Accessibility and Standards Compliance User Interface/User Interaction experience
- ◆ Collaborated and facilitated review meetings with Product, and Cross-functional teams

AT&T 2000 – 2017

Senior UX/UI Designer

Created and designed enterprise-level e-commerce websites for shopping and billing, large-scale web and mobile communication applications, B2B websites, company intranets, and micro-sites. Produced clean, precise browser-compatible HTML/CSS front-end coding for desktop and mobile applications.

- ◆ Delivered the branding and graphic development and usability of a Knowledge Management and Communications Intranet Portal (for diverse regional retail and customer-facing employees) which reported the savings of \$65M as well as received the “top 10 corporate Intranets” award from Nielsen Norman Group
- ◆ Executed various SMS projects to promote the Digital First initiative and efficiently decreased 15-20% of the calls that would route to the reps
- ◆ Designed lead executing customer-facing applications, corporate intranets, and B2B websites; providing project scope, wireframes, comps, production graphics, and HTML/CSS coding, collaborating with IT teams, and business groups equaling 100% completion within the project timeline
- ◆ Worked with the Agile development process and Call Center technology personnel to deliver projects within the release schedule and performed User Acceptance testing
- ◆ Researched and identified problems via data analysis and usability testing and recognized and corrected issues with the design
- ◆ Applied brand identity systems to create innovative visual solutions for multi-channel print, online, and advertising using Adobe Creative and CMS tools
- ◆ Participated in direct-observation focus groups of end-users to ensure designs provided the best possible user experience

Key Technical Skills

Adobe Creative Cloud, Adobe XD, Figma, Sketch, Abstract, Zeplin, Flinto, HTML5, and CSS3

Education

- ◆ M.S. Computer Education and Cognitive Systems
University of North Texas, Denton, Texas
- ◆ B.A. Applied Art (Concentration: Graphic Design)
Fu-Jen University, Taipei, Taiwan