Joseph Chin

PRODUCT DESIGNER

Details

Los Angeles
United States
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Links

Portfolio

LinkedIn

Skills

Figma

Miro

UX Design

Interaction Design

UI Design

Visual Design

Wireframing

Prototyping

Accessibility

Product Thinking

Usability Testing

User Research

A/B Testing

Profile

I am an experienced Product Designer with a strong record of leading impactful design initiatives at top companies. I excel in simplifying complex processes through cross-functional collaboration, enhancing user engagement and functionality to drive revenue growth. My strengths in empathy, adaptability, and intellect allow me to drive impactful, data-driven solutions and create compelling user experiences. With expertise in UX, UI, visual, and interaction design, I am excited to bring my skills to my next Product Design role.

Employment History

Product Designer | HP Inc. | Los Angeles

MARCH 2023 - PRESENT

- Spearheaded new photo printing experience in HP's mobile Smart App, driving notable improvements in user engagement and functionality: +22% in photo selection, +14% in editing studio usage, +9% in clicking "print", +9% successful prints.
- New photo experience generated $2.1M from iOS in the first three months.
- Create AI mockups, which were presented at HP Imagine.

Founding Designer | Longevity & Performance Institute| Los Angeles

MAY 2023 - PRESENT

- Lead end-to-end design initiatives from concept to implementation, enhancing user experiences and reinforcing brand and visual identity for LPI's client and trainer portals.
- Define use cases, identify pain points, and establish requirements.
- Mentor a junior designer, supporting their professional growth and development.

Product Designer | Microsoft | Los Angeles

MAY 2022 - DECEMBER 2022

- Enhanced usability: Improved Power Pages' System Usability Scale score from 73% in private preview to 85% at general availability.
- Enhanced inclusive design initiatives: Partnered with Microsoft's C+AI Accessibility team to design accessible experiences, boosting the success score from 74% to 92% and elevating Power Pages' accessibility rating from Grade F to Grade C as per Microsoft Accessibility Standards.

Freelance Designer | Los Angeles

SEPTEMBER 2020 - JANUARY 2022

- Designed and implemented visual, UI, and UX solutions for startups across health and fitness, fashion, and legal sectors.
- Conducted comprehensive user research, product audits, and product-market fit analysis to drive design strategy.
- Led end-to-end user testing and A/B testing to refine features and improve usability.

Education

Certification, UX Design Immersive | General Assembly

MAY 2020 - AUGUST 2020

B.A. English Literature| UC Riverside

SEPTEMBER 2007 - JUNE 2012