



Jess Chen

Sr. Product Designer

Portfolio

www.jchen-design.com

Contact

503-701-3986

jessicachen.pdx@gmail.com

[LinkedIn](#)

About

With over 8 years as an individual contributor, I'm an **evidence-driven designer** on a mission to **breathe new life into messy, outdated systems** by engaging teams through design thinking activities.

I take a strategic, human-centered approach that spark honest conversations, uncover key insights, and **bring shape to big ideas when things feel fuzzy**. Whether it's launching AI tools at a B2C ed tech company or scaling products to half a million users, I've delivered impactful solutions across **Fortune 500s, startups, and nonprofits**.

I'm driven by the challenge of **turning ugly problems into elegant solutions**. Collaboration is where I find momentum – when ideas evolve through dialogue and shared purpose. I care deeply about helping teams find and **focus on things that matter the most**.

Experience

Sr. Product Designer at HMM

Full-time | San Jose, CA | May 2023 - Present

HMM (Houghton Mifflin Harcourt) is a publishing company that creates K-12 curriculum, digital learning platforms, and assessment tools that support district administrators, teachers, and students.

- **Drove and delivered multiple high-visibility strategic initiatives**, including the company's first AI-driven summarization feature within an e-learning tool, which helped teachers gauge class discussions in less than 45 seconds, speeding up this workflow by x13 and giving back valuable teaching time.
- **Helped bring shape to current product initiatives** and future roadmaps by clearly identifying and prioritizing the right user and business problems to solve. Allowing key stakeholders to have honest conversations about the "why now" behind the ask, resulting in clearer short-term and long-term product goals and scope clarity of a given project.
- **Built credibility as a go-to strategic advisor** by effectively translating user needs into clear and focused design intent, which fostered greater trust and earlier engagement of UX in the product design process.
- **Facilitated over 10 cross-functional design sprints and discovery workshops** to create organizational alignment among product management, engineering, customer support, and sales teams. This led to enhanced cross-departmental coordination that accelerated decision-making processes and reduced go-to-market time.
- **Adapted design methodology based on each project's problem space**, strategically selecting a unique combination of research methods, design strategy frameworks, and prototyping approaches to right-size efforts to match the team's appetite, budget, and timeline – shortening the delivery of projects from year-long efforts to 12-week cycles.

Sr. Product Designer at NWEA

Full-time | Portland, OR | Apr 2019 - May 2023

NWEA (Northwest Evaluation Association) is a nonprofit educational assessment organization that creates adaptive testing solutions that measure a student's academic growth and learning.

- **Reduced design inconsistencies across 4 platform touch points by driving design system development**. This included establishing 10+ foundational component patterns and interaction guidelines that reduced cross-functional design time by eliminating redundant work and ensuring scalable, cohesive user experiences.
 - **Resolved accessibility gaps by establishing A11Y protocols to combat design debt** by developing and integrating WCAG/508 compliance into the end-to-end design process. This initiative enabled students of all abilities to fully engage with our products while opening the door to more partnerships in prospective districts.
 - **Executed 7 holistic quantitative and qualitative research studies** surveying over 300 users, spanning from in-person individual interviews to online focus groups, synthesizing friction areas into actionable recommendations. Driving measurable improvements in both customer satisfaction (NPS) and task success scores.
 - **Simplified test administration and reporting workflows** to help educators' comprehension of individual student learning trajectories. Enabling data to drive teachers' instructional decisions whilst strengthening customer confidence in our brand.
- ### Product Designer at NurseGrid

Full-time | Portland, OR | Sep 2017 - Apr 2019

NurseGrid is a workforce management platform that helps hospitals and healthcare facilities schedule, communicate with, and manage their nursing staff more efficiently.

 - **Built design of self-scheduling system and shift swap functionality for NurseGrid web and mobile platforms**, enabling 500,000+ nurses to manage schedules autonomously and reducing scheduling conflicts, resulting in improved work-life balance and reduced administrative burden for healthcare facilities.
- ### Product Design Consultant

Freelance | San Francisco, CA | Jan 2017 - Aug 2017

 - **GoFundMe**, designed hypothesis-driven experiment loops to increase social sharing metrics for a crowdfunding website.
 - **Raheem**, created an onboarding experience, pattern library, and brand book for the world's first police accountability web app.
 - **Stroll Health**, led a team of 5 designers in developing a high-fidelity interactive calendar prototype for radiology scheduling.
- ### Technical Designer at Nike

Contract | Beaverton, OR | Sep 2015 - Dec 2016

 - **Orchestrated the launch and localization of Nike Women** across 20 new digital market countries, enabling Nike to capture market share in key women's segments while expanding global digital reach to millions of consumers in international markets.

Education

2025 | **Certified Scrum Product Owner**, Scrum Alliance

2022 | **UX Certification**, Nielsen Norman Group

2014 | **B.A Digital Arts**, University of Oregon

Awards

April 2025 | **HMM Standing Ovation Award for Product Design Excellence**

Given to a group of employees who are being recognized for living the values and driving success in new and innovative ways.