Jess Phoa

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Experience

Senior Product Designer, DataGrail

Dec 2024 – Jan 2026 · Remote, based in OR

DataGrail is a data privacy platform for brands to reduce risk and build consumer trust. Designed privacy center and consent features to help automate data privacy compliance.

Senior Product Designer, Postscript

Feb 2023 – Aug 2024 · Remote, based in OR

Postscript is an SMS marketing platform for Shopify-powered brands. Delivered business-critical features to improve customer billing. Partnered with legal and messaging ops to expedite onboarding and keep customers SMS compliant.

Product Design Lead, Good Dog

Jun – Nov 2022 · Remote, based in OR

Good Dog is a two-sided marketplace dedicated to matching prospective pet parents with ethical breeders. Reduced friction in the buying process to increase conversion across desktop, mobile web, and native app experiences.

Senior Product Designer, Gladly

Apr 2021 – May 2022 · Remote, based in OR

Gladly is an omnichannel customer service platform for retail brands. Built self-service onboarding tools that saved $125K+/year in implementation costs to help the company scale.

Senior Product Designer, Chartbeat

Jun 2018 – Apr 2021 · New York, NY

Chartbeat is a data platform that empowers media companies to retain and grow their audience. Upgraded user management workflows to be enterprise-ready. Evolved Reports, data-driven email newsletters, to facilitate smarter, faster decision-making.

Lead UX Researcher and Designer, Mastercard

Jun 2016 – Jun 2018 · New York, NY

Managed 100+ end-to-end qualitative research sessions to inform product strategy for B2B2C digital payment solutions. Collaborated with product and engineering to redesign Mastercard Developers and Masterpass web experiences.

Skills

User research
UX writing and content design
Generative AI
Design systems and component libraries
Interactive prototyping
HTML and CSS
Data visualization and SQL
Sketching and illustration
Product management
Wireframing

Tools

Figma Design, Figma Make, and FigJam
Web developer tools
Photoshop, Illustrator, and InDesign
Squarespace and Webflow
Notion
Procreate

Education

Carnegie Mellon University (CMU)

Master of Human-Computer Interaction (HCI)

BA History and HCI
Graduated with University Honors

Harrison Metal

General Management

Mentorship

Design Mentor, MentorCruise

Aug 2020 – Present
Ranked among top 7% of mentors

Volunteer Alumni Career Mentor, CMU

Jan 2019 – Present