

Jess Phoa

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Experience

Senior Product Designer, DataGrail

Dec 2024 - Jan 2026 · Remote, based in OR
DataGrail is a B2B data privacy and compliance platform. Redesigned policy management workflows, eliminating a category of support requests that previously consumed 30–60 min/week of technical support time. Led design on privacy center and consent features to automate data privacy compliance for enterprise customers.

Senior Product Designer, Postscript

Feb 2023 - Aug 2024 · Remote, based in OR
Postscript is an SMS marketing platform for Shopify stores. Designed a message cost calculator that surfaced campaign costs pre-send, reducing billing surprises for customers. Introduced self-serve invoice access, eliminating a recurring, manual support request entirely. Identified and helped resolve a critical PII exposure in the customer onboarding flow.

Product Design Lead, Good Dog

Jun - Nov 2022 · Remote, based in OR
Good Dog is a two-sided marketplace connecting prospective pet parents with ethical breeders. Reduced friction across the end-to-end buying flow on desktop, mobile web, and native app.

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 reduced implementation costs by \$125K+/year, directly supporting the company's growth targets.

Senior Product Designer, Chartbeat

Jun 2018 - Apr 2021 · New York, NY
Chartbeat is an analytics platform for media companies. Upgraded user management workflows to meet enterprise requirements for editorial teams at major media organizations including NYT, CNN, and BBC. Evolved data-driven email newsletters to surface actionable audience insights.

Lead UX Researcher and Designer, Mastercard

Mar 2016 - Jun 2018 · New York, NY
Managed 100+ end-to-end qualitative research sessions to shape product strategy for B2B2C digital payment solutions. Redesigned the Mastercard Developers portal and Masterpass web experience in collaboration with product and engineering.

Skills

Research & strategy

User research, research facilitation, UX writing & content design, product strategy, accessibility (WCAG)

Design execution

Wireframing, sketching & illustration, interactive prototyping, design systems & component libraries

Technical

HTML & CSS, SQL

Tools

Design & prototyping

Figma, Figma Make, FigJam, Miro

AI tools

Claude, ChatGPT, Perplexity, v0

Web & dev collaboration

Squarespace, Webflow, browser dev tools, Jam

Research & analytics

Pendo, Redash, Mixpanel, Amplitude

Visual & print

Photoshop, Illustrator, InDesign, Procreate

Education

Carnegie Mellon University (CMU)

Master of Human-Computer Interaction (HCI)

Bachelor of Arts in History and HCI

Mentorship

Design Mentor, MentorCruise

Aug 2020 - Present
Ranked among the top 7% of 6,000+ mentors

Volunteer Alumni Career Mentor, CMU

Jan 2019 - Present