

James Chun

Senior UX Strategist

Email: james@connectchun.com | Phone: (484) 995-2243

Location: Philadelphia, PA | LinkedIn: [linkedin.com/in/jameschun1](https://www.linkedin.com/in/jameschun1)

Professional Summary

I'm a connector, tech translator, and strategic problem solver helping build products that users actually want. I've worked to transform legacy systems to modern AI-powered platforms and use rapid testing to grow revenue and enhance efficiency. I step into messy spaces to help teams architect a shared understanding of problems framed by user and business outcomes.

Skills

- **Design tools:** Figma, Axure, Miro, ADO, JIRA
 - **AI tools:** Microsoft Copilot, Claude, NotebookLM, Figma Make
 - **Research tools:** Rally UXR, Mixpanel, Heap, KNIME, Qlik
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Experience

Senior User Experience (UX) Designer

Blackbaud | 2021 - Present

- Unlocked six-figures in revenue over three months by optimizing digital wallet payment methods and used A/B testing to help nonprofits raise tens of millions more
- Drove and helped release information architecture strategy for Raiser's Edge NXT to a modern left-hand vertical navigation
- Partnered across the business to help modernize and move products from online filing cabinets to "Systems of Intelligent Action" helping develop the generative AI chat strategy for Blackbaud Integrated Payments
- Paved the way for a "Smart Reconciliation" feature to automate painful manual matching tasks. Defined unique IDs to trace donations across payment processing and accounting systems connecting workflows across products
- Led the design of the iPhone "Tap to Pay" solution for the MobilePay Terminal app leading the early adopter program

User Experience (UX) Designer

AWeber | 2018 - 2021

- Optimized "Smart Designer", an AI-powered tool creating branded email templates in seconds. Increased customer "stickiness", acquisition, and raised ease of use scores
- Contributed to a 32% increase in NPS scores, initiated the use of tracking System Usability Scores (SUS) and created self-service data dashboards aggregating data to inform business decisions
- Guided the "Web Push Notifications" feature to deliver targeted, relevant, content to enhance retention and raise click-through rates by up to 28%

Business Analyst/researcher

Philadelphia DBHIDS | 2016 - 2018

- Synthesized qualitative and quantitative insights enhancing user satisfaction for program delivery
 - Validated assumptions with targeted user research mitigating project risk and ensuring clinical accuracy before launch
 - Translated complex research to strategic takeaways for C-suite executives, directly influencing long-term program vision and resource allocation
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Education

UX Design Professional Certification - Springboard UX | 2018

- CAPSTONE: "About Time" – UX UX/UI Time banking app design

Master of Science in Sustainable Design - Thomas Jefferson University | 2013 - 2015

- THESIS: "The Food Fight" – UX research for a gamified platform on composting

Master of Arts in Counseling - Westminster Theological Seminary | 2010 - 2012

Bachelor of Arts in Psychology - Villanova University | 2003 - 2007

Awards

Blackbaud Off the Grid 2023 \$1k Innovation Winner

- Internal hackathon concept to help nonprofits track automatically track and communicate a donor's impact.

2018 Jefferson Health Hack \$5k Grand Prize Winner

- Designed concept for a wearable patch to remotely monitor immune systems

2018 Code4PA \$1k IBX Use Case Winner

- Addressed the PA Opioid crisis with a system utilizing Slack and Twilio to facilitate "warm hand-offs" with crisis staff

Volunteering and interests

Former Nonprofit Board Member - Cradle of Hope, Beacon Theatre Productions. Former social worker and sustainability coordinator

Rock climber, board gamer/video gamer, goldendoodle lover, social group collider