

James Chun

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Professional Summary

Strategic Senior Product Designer with 8+ years blending behavioral science, human-centered design, and emerging AI technologies into high-impact digital products. Proven track record of modernizing enterprise SaaS platforms, driving six-figure revenue growth, and leading end-to-end product design across FinTech and healthcare ecosystems.

Core Competencies

- **Product Design & Strategy:** End-to-End UX/UI, Design Systems, Information Architecture (IA), Prototyping, Interaction Design, User Journeys
 - **AI & Emerging Workflows:** Generative AI UX, Conversational UI, Agentic Patterns, Copilot, Claude, NotebookLM, Figma Make
 - **Research & Analytics:** Mixed-Methods Research, A/B Testing, Usability Testing, SUS Frameworks, Mixpanel, Heap, Dovetail
 - **Design Tools:** Figma, Axure, Miro, Jira, Azure DevOps (ADO), Agile/Scrum
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Professional Experience

Senior User Experience (UX) Designer | Blackbaud

Philadelphia, PA | 2021 – Present

- **Revenue Optimization:** Redesigned digital wallet checkout flows and ran data-driven A/B tests, unlocking six-figure revenue in 3 months and driving tens of millions in annual fundraising volume.
- **IA Overhaul:** Architected global Information Architecture redesign for Raiser's Edge NXT, successfully migrating enterprise users to modern vertical navigation to reduce navigational friction.
- **Generative AI Strategy:** Led UX design and strategic roadmap for generative AI chat capabilities in Integrated Payments, modernizing legacy tools into intelligent systems of action.
- **FinTech Automation:** Conceptualized "Smart Reconciliation" automated matching tool and led end-to-end UX for "Tap to Pay" on MobilePay Terminal, streamlining complex financial workflows.

User Experience (UX) Designer | AWeber

Chalfont, PA | 2018 – 2021

- **AI Product Design:** Redesigned "Smart Designer" automated template engine, increasing user onboarding completion, System Usability Scale (SUS) metrics, and 90-day retention.

- **UX Analytics & NPS:** Established company-wide SUS tracking and self-serve executive dashboards, aligning design strategy with business targets and boosting NPS by 32%.
- **0-to-1 Feature Launch:** Designed Web Push Notifications feature from vision to release, achieving click-through rates up to 28% and opening new acquisition channels.

Business Analyst & Behavioral Researcher | Philadelphia DBHIDS

Philadelphia, PA | 2016 – 2018

- **Behavioral Insights & UX Research:** Synthesized qualitative and quantitative behavioral research to optimize service delivery workflows, directly guiding executive strategy and improving municipal program satisfaction.
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Education & Credentials

- **UX Design Professional Certification** — Springboard UX | 2018
 - **MS in Sustainable Design** — Thomas Jefferson University | 2013 – 2015
 - **MA in Counseling** — Westminster Theological Seminary | 2010 – 2012
 - **BA in Psychology** — Villanova University | 2003 – 2007
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Awards & Community

- **Hackathon Awards:** Winner, Blackbaud Off the Grid AI Hackathon (\$1k, 2023) | Grand Prize, Jefferson Health Hack (\$5k, 2018) | Winner, Code4PA (\$1k, 2018)
- **Community:** Former Board Member (*Cradle of Hope*, *Beacon Theatre*), former social worker, rock climber, board gamer.