



Zoe Chung
Sr. Product Designer

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PORTFOLIO: ZOECHUNG.COM

NOV 2021 - NOW

ZILLOW GROUP — SR. PRODUCT DESIGNER (GROWTH)

Led the end-to-end redesign of the Notification Center on Web and Mobile (iOS + Android), with a focus on growth design strategies in product communications (email and push).

OCT 2017 - NOV 2021

YAHOO! — SR. PRODUCT DESIGNER

YAHOO MAIL Enhanced and monetized the email experience for 5M Yahoo Mail shoppers on iOS, Android, and Web by enabling direct shopping from their inbox.

YAHOO HOME Drove growth and monetization of Yahoo's homepage subscription program; launched the Sports Betting module in articles, surpassing transaction targets by 160%.

DSP ENTERPRISE AD PLATFORMS Led the experience enhancement for Verizon Media's ad platforms, including migrating the Dynamic Product Ads manager, implementing a new design system, and launching DSP's Offline Tracking feature (21M RUI).

JUN 2016 - AUG 2017

BUDDYBUILD (ACQUIRED BY APPLE) — INTERACTION DESIGNER

Led design of consumer-facing web content for Buddybuild, including pricing, documentation, blog, and feature pages. Created marketing design guidelines to support campaigns and events.

MAY 2015 - AUG 2015

A THINKING APE — UI ARTIST/ DESIGNER INTERN

Led home screen revamp for Party In My Dorm (4M+ downloads) to drive retention and in-app purchases, designing monetization features like promotion packs.

FOCUS

Design thinking
Strategic vision
Storytelling
UX design
Visual design
Stakeholder management

INDUSTRY

Consumer
Enterprise (B2B, B2C)

AWARDS

Finalist in Yahoo's 2019 Hackday. Top 25 out of 132 submissions.

Winner of the SapientNitro Award for Interaction Design- Urwell (2016).

Winner of the Tamm+Kit Award for Strategic Design - Urwell (2016).

Finalist in the UX by Students category for the Vancouver User Experience Awards - Urwell (2015).