Beatrice Chan
PRODUCT DESIGNER

beatricechan.com
@ beatrice@beatricechan.com
in linkedin.com/in/beatriceychan

PROFESSIONAL EXPERIENCE

Product Designer II, Commerce *6/22–current*
NBCUniversal, Chicago, IL

- Utilized stakeholder workshops and research insights to design front-end and CMS experiences for Shop TODAY, NBC Select, and CNBC Select which contributed to Commerce YOY revenue growth of 44% from 2022–2023 and 12% from 2023–2024.
- Maintained and expanded commerce design systems by contributing new components and design patterns to improve scalability and efficiency.
- Collaborated with a Senior Software Engineer to research and evaluate Figma Code Connect and Storybook integration, presenting recommendations to design and engineering teams, and executives—resulting in pilot adoption by multiple teams.

Senior User Experience Designer *12/21–6/22*
Wunderman Thompson, Chicago, IL

- Produced webpage wireframes, iterated on wireframes obtained from UX Design contractors, and conducted client-facing presentations with a 95% approval rate, reducing wireframe iterations necessary to obtain client approval of designs.
- Partnered with Business Analysts to provide recommendations concerning requirement gathering to ensure that all business requirements were compiled and met.
- Established annotation process of wireframes for Visual Designers for the completion of high-fidelity compositions and collaborated on a design system to ensure that final compositions consistently adhered to design system guidelines.

UX Lead Designer *2/21–12/21*
ES99, Chicago, IL

- Collaborated with cross-functional teams to identify and achieve client business goals while also reducing website design timeline by 17%.
- Acted as a Project Owner in an Agile process, overseeing the completion of stories and sprints while managing sprint expectations through reallocation of backlog items and sprint goals.
- Conducted heuristic evaluations of prospective client websites and provided usability recommendations to help small and midsize businesses improve site user experience, increase lead generation, and conversions.

UX Designer and Researcher *2/20–1/21*
Bottlecode, Chicago, IL

- Leveraged stakeholder feedback to design internal tooling, resulting in a streamlined workflow plus a 50% reduction in task completion time.
- Improved usability of Bottlecode's site through homepage and account dashboard redesigns, generating a 3x increase in lead acquisition and a 2.5x increase in reorders.
- Identified insights to continuously improve the business model, which lead to month-over-month growth of 20+% for 4 consecutive months.

EDUCATION

User Experience Design
DESIGNATION
2019

B.S. Community Health
University of Illinois
2007 – 2011

SKILLS

Interaction Design
Accessibility Design
Design Research
Usability Testing
A/B Testing
Data Synthesis
Concept Sketching
Wireframing
Prototyping
Mid-fidelity Mockups
High-fidelity Mockups
Competitive Analysis
Domain Research
Journey Mapping
User Personas
Sitemaps

TOOLS

Figma
Sketch
Axure
Marvel
Zeplin
Hotjar
Photoshop
Illustrator
JIRA
Confluence