

Betty Zhong

Senior Product Designer

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Senior Product Designer with 5 years of experience designing data-driven enterprise platforms, complex workflows, and scalable product systems.

WORK EXPERIENCE

Senior Product Designer — JPMorgan Chase & Co. (Commerce) Jan 2025 – Present

- Drove the product vision for a unified analytics dashboard, consolidating fragmented reporting into an intuitive experience that surfaced product value and informed future platform investment.
- Led the end-to-end design of a scalable notifications ecosystem, enabling a single implementation to support three client experiences through reusable patterns and shared architecture.
- Standardized design patterns across three design teams, improving cross-product consistency and reducing duplicate design effort.

Product Designer — JPMorgan Chase & Co. (Digital Banking) Jul 2022 – Jan 2025

- Launched an internal client onboarding platform in two weeks to support a sudden surge in demand, streamlining high-volume operational workflows.
- Built a reusable pattern library that reduced duplicate design effort and improved cross-product consistency.
- Established accessibility standards and implementation guidelines that improved engineering accuracy and reduced front-end rework.

UX Specialist — Campbell Ewald Jun 2022

- Optimized a consumer-facing digital experience, improving accessibility, usability, and responsiveness for senior users.
- Created a reusable design toolkit that established consistency across a large-scale website redesign.

UX Designer — SchedGo Sep 2021 – May 2022

- Designed the mobile experience for a class scheduling platform used across multiple university campuses, helping students manage academic planning and scheduling more efficiently.
- Collaborated with developers to translate design concepts into implemented features and ensure a cohesive user experience.

SKILLS

Product Strategy | Platform Design | Systems Thinking | Enterprise UX | Design Systems | End-to-End Product Design | Information Architecture | User Research | Usability Testing | Data Visualization | Prototyping | AI-Assisted Prototyping

TOOLS

Figma, FigJam, Sketch, VS Code, GitHub, Claude

EDUCATION

Cognitive Science — University of California, Davis Jun 2022

GPA: 3.8