



**Zoe Chung**

Sr. Product Designer

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## PORTFOLIO: [ZOECHUNG.COM](http://ZOECHUNG.COM)

MAR 2025 - NOW

### LINKEDIN — SR. PRODUCT DESIGNER

**GROWTH & MONETIZATION** Maximized top-of-funnel revenue by designing friction-free upgrade flows and flagship acquisition upsells, leveraging A/B testing to drive conversion.

**AI & ENTERPRISE** Led the Microsoft Teams integration to streamline enterprise workflows and optimized "Sales Assistant" onboarding to accelerate AI recommendation accuracy.

NOV 2021 - MAR 2025

### ZILLOW GROUP — SR. PRODUCT DESIGNER (GROWTH)

**STRATEGY & VISION** Partnered with PMs to define the future of Zillow's product communications, shifting the roadmap from reactive A/B testing to a holistic system redesign.

**0-1 REDESIGN** Identified systemic engagement issues through a self-initiated audit and led the end-to-end design of the new Notification Center, solving critical personalization gaps and reducing unsubscriptions.

**GROWTH** Designed and shipped high-velocity experiments for email and push channels to optimize mid-funnel conversion and buyer-agent connection rates.

OCT 2017 - NOV 2021

### YAHOO! — SR. PRODUCT DESIGNER

**MONETIZATION** Led the experience enhancement for Verizon Media's Enterprise Ad Platforms, including migrating the Dynamic Product Ads manager, implementing a new design system, and launching DSP's Offline Tracking feature (21M RUI).

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

## FOCUS

Strategic vision

Storytelling

Monetization

Growth

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).

## **PORTFOLIO: ZOECHUNG.COM**

**COMMERCE (YAHOO MAIL)** Enhanced and monetized the email experience for 5M Yahoo Mail shoppers on iOS, Android, and Web by enabling direct shopping from the user's inbox.

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.

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