



**Zoe Chung**

Sr. Product Designer

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

NOV 2021 - NOW

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

Led the redesign of the Notification Center on Web and Mobile (iOS + Android), securing 10+ engineering headcount and driving growth through email and push enhancements.

Developed milestones and a research plan for a successful launch while aligning cross-functional teams (Product, Engineering, Marketing, Design) through strategic planning.

Oversaw design prioritization, mentored junior designers, and initiated new projects. Presented strategic proposals to senior leadership, ensuring collaboration and impactful outcomes.

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.

**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).

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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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