


JENNIFER CHAVEZ

PRODUCT DESIGN &
CUSTOMER OPERATIONS

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RELEVANT SKILLS

Design: UI Graphics, Strategy & Vision Presentation, User Flows, Concept Sketches, Wireframes & Mock Up with Sketch, Adobe Suite, etc., Branding & Style Guides, Design System Creation

Prototyping: Rapid Prototyping using Invision

Research: Data Collection & Analysis through Intercom and Full Story, A/B Testing, User Testing

Other Tools: JIRA, Confluence, Slack, Notion, Airtable, Pipedrive, Google Suite, Microsoft Office Suite

EDUCATION

Bachelor of Fine Arts, Design
May, 2006
Marshall University

CAREER OBJECTIVE

I'm a results-driven Product Designer with extensive experience marrying product design and customer operations across different verticals, including SaaS, marketplace, and consumer apps. I also bring years of leadership experience, providing vital team development and communication, resulting in team alignment, customer satisfaction, and improved customer retention.

PROFESSIONAL EXPERIENCE

Director of Customer Experience

LegUp, Inc., Bellevue, WA | October 2020 - June 2022

- Developed the onboarding and training process for more than 400 customers, both small business and enterprise.
- Collaborated with Engineering to drive the product roadmap, communicate product requirements, and manage product releases/changes.
- Developed our standards for customer service, hosted weekly product workshops, and managed our log of FAQs/customer support collateral, reducing our support time to less than 2 minutes provider/week.
- Maintained a high level of customer satisfaction achieving an NPS score of 58, and less than 1% churn.

Chief Operating Officer

Doghead Simulations, Bellevue, WA | April 2019 - October 2020

- Developed company reseller program. Trained, supported, and managed relationships for more than 20 national and international resellers.
- Launched and managed the agency arm of the company, scoped incoming projects, planned/managed sprints, and managed contractors.
- Redesigned company brand, marketing materials, and UI to be more intuitive and help users complete tasks faster.
- Hired and provided Art Direction/Art Critique for creative contractors including UX/UI designers, illustrators, and marketing professionals.

Interim CEO, Creative Director

Lineage Media & Solutions, Bellevue, WA | October 2015 - April 2019

- Worked alongside previous founder and company advisors to reconcile books, pursue funding opportunities, and re-establish company objectives.
- Onboarded new customers, scoped project phases, and provided product/art direction for new projects.
- Hired, developed, and provided Art Direction for creative staff including, UX/UI designers, illustrators, and brand/print designers.
- Worked with clients such as Amazon and Kodak to understand incoming project requirements, conducted user research to understand clients' market, and developed product summaries for creative/product teams.