

Jackie Pan

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WORK EXPERIENCE

High Society Meats

Digital Product & Growth, Co-Founder Jul 2024–Present

- Own the end-to-end digital commerce experience across UX, storefront development, merchandising, lifecycle marketing, conversion optimization, loyalty, and subscriptions.

JPMorgan Chase & Co

User Experience Design Lead, VP Jan 2024–Mar 2025

- Launched an AI-driven self-service platform using LLMs, reducing API onboarding time by 70% through automated documentation discovery and intake.
- Reduced card replacement time by 45%, lowered call volumes, and mitigated \$8B in spending losses through a Customer Journey Management Program unifying teams, metrics, and experiences.
- Led design for Tracking Platforms, enabling teams to embed real-time status tracking across customer journeys.

Sr. User Experience Designer Mar 2020–Jan 2024

- Led personalized cross-channel experiences leveraging customer data and segmentation, contributing to a platform serving 67M+ digital users and driving 20% growth in monthly engagement.
- Shaped product direction for wires, transfers, and P2P payments with blue-sky flows that reduced errors using smart search, recents, and contextual prompts.
- Accelerated executive buy-in by prototyping a smart TV shopping experience to demo cross-channel commerce concepts like shop-the-look and travel booking.
- Designed the Product Transformation portal, driving modern practices and customer-centric delivery for 30K+ staff.

Kinderlime

Product Designer Apr 2019–Mar 2020

- Increased engagement 15% with redesigned Intercom flows and lifted conversions 2% via a new microsite.
- Produced executive-facing brand assets that strengthened presentations, sales outreach, and storytelling.

WebEnertia

UX Designer May 2019–Sept 2019

- Improved core web vitals 30% by designing a responsive WordPress site with scalable design documentation.

EDUCATION

San Jose State University Bachelor of Arts, Design Studies

PROJECTS

Surplus Nov 2018–Jan 2020

Built an iOS app enabling restaurants to sell surplus food, reducing waste and emissions. Raised \$15K+, earned a ZinnStarter Fellowship, and placed 2nd in the Silicon Valley Business Competition.

AWARDS & RECOGNITIONS

Design Excellence Award, JPMorgan Chase	2023
Winner, Adobe Creative Jam	2019
Featured Innovator, San Jose Mayor’s Office of Tech & Innovation	2018