

Allen Chung

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Summary

User Experience (UX) and product designer with 3+ years designing fintech Software as a Service (SaaS) platforms across Business-to-Business (B2B) and consumer products. Specializes in design systems, interaction design, and zero-to-one product work across web and mobile (iOS and Android). Built a 200+ component design system adopted by 50+ engineers across 5 products; reduced development timelines ~25% through design tokens and variable architecture.

Experience

Arbitrack | *Freelance Product Designer*

Remote 2026-03 – Present

- Joined as first product designer of a B2B SaaS platform in closed beta; led end-to-end UX and UI design across sourcing, operations, and financial reporting surfaces for Amazon third-party (3P) merchants
- Reduced 120 available filters to 15 audience-specific fields by redesigning the Product Finder from a scrollable modal to a dedicated full-page experience with a two-column layout built to absorb future filter additions without restructuring
- Drove layout architecture, filtering systems, and visual prioritization of key merchant signals - return on investment (ROI), availability, and pricing trends - reducing steps to access core business data and improving time-to-insight across merchant decision-making workflows
- Established scalable UI consistency by defining 15+ reusable dashboard components aligned to the product expansion roadmap, enabling handoff for new feature areas without requiring design rework

ByteFlow Labs | *Freelance Product Designer*

Remote 2025-12 – 2026-04

- Led redesign of a business services onboarding application, introducing conditional flows and Know Your Customer (KYC) identity verification to reduce applicant friction for U.S. and international markets
- Streamlined underwriting and ensured regulatory compliance by designing business structure-aware pre-qualification logic, reducing back-and-forth between applicants and compliance teams
- Reduced time to complete auto-populated page flows by 22% by defining validation rules and auto-population patterns for form fields

RYVYL | *UX Designer II & Design System Designer*

San Diego, CA, USA 2022-09 – 2025-06

- Shipped UX and UI across five cross-platform Software as a Service (SaaS) products - web, iOS, and Android - for consumer, business, and internal ops/admin user segments in U.S. and European markets, maintaining design quality and consistency as the primary designer across all product lines
- Cut design-related Figma comment threads ~70% per project by building a scalable design system - 200+ components, User Experience (UX) patterns, and icon/logo assets - adopted by 4 designers and 50+ engineers across 5 products
- Reduced development timelines ~25% by introducing design tokens, variables, and color modes into Figma component libraries
- Reduced time to merge design updates ~50% and eliminated version errors by leading branch-based Figma file management across the org
- Improved feature navigation accuracy by up to 35 percentage points through open card sorting, first-click testing, and A/B testing to validate information architecture and navigation structures
- Streamlined a core payment user journey from 6 steps to 2, reducing friction and time-on-task without sacrificing Know Your Customer (KYC) and payment compliance requirements
- Drove feature prioritization by balancing technical feasibility, regulatory constraints, and user experience alongside product and senior stakeholders

Designity | UX Designer

Remote 2022-04 – 2022-10

- Designed 6+ responsive web page layouts for a drayage logistics client, collaborating with senior stakeholders, external leadership, and creative directors from brief through final design handoff
- Produced desktop and mobile breakpoint layouts with developer annotations across all deliverables, enabling clean handoff at project close

Develop for Good | UX Designer (Contractor)

Remote 2021-03 – 2021-09

- Led design and launch of a Shopify e-commerce website enabling a nonprofit client to collect donations for ecosystem restoration, collaborating with stakeholders, project managers (PMs), and developers
- Designed wireframes, interactive prototypes, and 30+ UI assets across 8 pages from initial concept through developer handoff

Education

University of California San Diego

Bachelor of Science in Cognitive Science (B.S.), Specialization in Design & Interaction

La Jolla, CA, USA 2017-09 – 2021-06

Skills

Design: Product Design, Interaction Design, User Interface (UI) Design, Mobile Design, Information Architecture, Design Systems, Design Tokens, Component Libraries, Style Guides, Prototyping, Wireframing, User Flows, Dev Handoff, Annotation, Responsive Design, Web Content Accessibility Guidelines (WCAG) 2.1, Accessibility, iOS, Android, Cross-Platform Design

Domain: Fintech, Business-to-Business (B2B) Software as a Service (SaaS), Consumer Apps, Know Your Customer (KYC) Flows, Know Your Business (KYB) Verification, Anti-Money Laundering (AML) Monitoring, Suspicious Activity Reporting (SAR), Payment Flows, Onboarding Design, Compliance-Aware Design, Multi-Currency, E-Commerce, Zero-to-One Products

Research: User Research, Usability Testing, A/B Testing, Competitive Analysis, Journey Mapping, Card Sorting, First-Click Testing, Tree Testing, Heuristic Evaluation

Tools: Figma, FigJam, Zeplin, Miro, UserTesting, Notion, Jira, Confluence

Languages

English (native), Korean (conversational)