

San Chung

Product Designer

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Senior Product Designer

at Strava

2024-2025

- » Improved trust and safety reporting flows for social features, reducing friction and supporting healthier user interactions.
- » Designed a cohesive event discovery experience to help users find and engage with relevant social opportunities.
- » Led end-to-end design of mobile features for creating and editing clubs; collaborated with UXR and content teams to diversify club types and support more inclusive, interest-based communities.
- » Designed tools for event creators to access meaningful insights into club member participation, empowering organizers to foster more engaged and active communities.

Senior Product Designer

Product Designer

at Discord

2021-2023

2019-2021

- » Established Discord's accessibility by working with the Design Systems team to update in-app colors to be [WCAG AA compliant](#), [creating an in-app accessibility setting page](#), contributing to accessibility features, and promoting accessibility values across multiple teams. Corresponded directly with users for qualitative feedback.
- » Improved Role-creation features and created [View as Role feature](#) for complex community-moderating permission rulesets within the Growth team.
- » Collaborated with UXR teams to identify problems, distill research into solutions, prototype and facilitate usability testing for qualitative study, and interview users for feedback within the Core Product team.
- » Organized and developed designs for system-wide Username changes, including messaging, UI implications, prototyping solutions, and orchestrating efforts with engineers.
- » Created surfaces for Server Boosting, which enabled Discord to generate a new type of revenue stream based on native features as a subscription product.
- » Increased new user activation by 3% by creating [Server Templates](#), which allowed users to share templates with each other. Included creating a web page that showed myriad use cases.

Graphic Designer

at Vlocity (a Salesforce-partnered company), Skycar Creative (with Adobe), IGN, Discovery Inc., Group Nine Media (The Dodo, Thrillist, Seeker).

2014-2019

Education

2014

BS Visual Communications Design at San Francisco State University

Skills

Product design, UI/UX design, accessibility, WCAG, information architecture, product strategy, mobile design, usability testing, design thinking, systems thinking, user experience research, prototyping, interaction design, typography, HTML, CSS, Sass, Sketch, Illustrator, Photoshop, InDesign, Figma, After Effects, Origami Studio, visual design, wireframing