Jisu Bosch

Product Designer

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Work Experience

San Francisco, CA
Mar 2021 - Present

Charles Schwab - User Experience Designer

- Working with the international account team to help new and current clients with their onboarding experience.
- Collaborating cross-functionally to ensure a consistent user experience throughout all channels.

Santa Clara, CA
Jan 2021 - Sep 2022

Musely - UX/UI Designer

- Led cross-functional redesign of the purchase flow, including the product detail page, multi-select cart, checkout, and payment, resulting in a 24% increase in conversion.
- Restructured patient and doctor portals to provide easier communication, update medical data, canceling and renewing prescriptions, leading to 4% increase in yearly customer retention.
- Leveraged UX principles to declutter and reorganize homepage, yielding in 7% AOV (Average Order Value) lift.
- Created and implemented Design System for UI consistency on Figma: responsive grid system, reusable components, typography for mobile, tablet, and web.
- Improved user flow of refill date and reasons for changing, leading to a 7% increase in prescription refill retention.
- Increased user engagement by 50X through teamwork with Marketing, Customer Service, and Engineering.
- Reduced support inquiries by improving UX, QA process, and placing a weekly check-in with Customer Service Specialist.
- Led UX workshops to gather user insights and improve product features through user interviews and brainstorming sessions.

Remote, CA
Oct 2020 - Feb 2021

Marcel - Freelance Product Designer

- Led the development of a nutrition planning/alert Android app for ultra marathon runners in the health and wellness industry.
- Conducted user interviews with target audience and worked with PM and engineers to define key features and functionality.
- Responsible for brand and logo design, user experience including the layout, user flow, and user interaction.
- Collaborated with developers to ensure designs were implemented correctly and aligned with the product roadmap.

Remote, CA
Oct 2020 - Jan 2021

EdgePoint - Freelance Product Designer

- Provided holistic brand identity and user experience including logo, brand colors, style guide, typography, and illustrations.
- Redesigned website focusing on impactful user experience, content strategy, and user interaction.
- Built social media presence and created email marketing content.

Education

Remote, CA
2020

Springboard

UX/UI Design Career Track Certification

- 700+ hours of project-based training in user-centered design in native mobile applications and web platforms.

Santa Cruz, CA
2014

University of California, Santa Cruz

B.A. Film & Digital Media Production & History Minor

- Produced 4 short films for Film Production Coalition, senior film selected at Santa Cruz Film Festival & Earth Day Film Festival, Residential Advisor, Digital Media Manager for Stevenson College.

Skills & Interests

- **UX**: Agile, IxD, UXD, User Research, Usability Testing, Prototyping, iOS & Android, ADA Compliant Design.
- **Technology**: Figma, Sketch, Adobe XD, InVision, Photoshop, Illustrator, HTML, CSS, Exel.
- **Interests**: Cooking, Baking, Yoga, Painting, Plant Propagation, Travel.