

Allen Chung

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Summary

Product designer with 4+ years in enterprise B2B and B2C SaaS across web, mobile, and tablet. Design systems, interaction design, and zero-to-one product work in regulated industries. Built a 200+ component design system adopted by 50+ engineers across 5 products. Currently designing a zero-to-one AI decision-support feature on Anthropic's Model Context Protocol.

Experience

Arbitrack | *Founding Product Designer*

Remote 2026-03 – Present

- **Joined as founding product designer and acting PM** at a closed-beta B2B SaaS platform for Amazon FBA (Fulfillment by Amazon) merchants, also an active FBA seller.
- **Ran end-to-end product discovery:** 40-question research guide across 11 participants, 38-finding heuristic audit (Nielsen), competitive analysis of 6 tools. Built the impact/effort roadmap from those findings.
- **Scoped and designed an AI decision-support feature on Anthropic's Model Context Protocol:** buy/analyze/skip signals with confidence scores and rationale. Ran a legal-liability review against FTC, Investment Advisers Act, and EU AI Act requirements, then reframed all outputs as probability signals with disclaimers to keep the feature outside regulated advice territory.
- **Redesigned the Product Finder: 120 filters in a modal cut to 15** in a full-page layout scoped to the core audience. 87.5% reduction. Layout handles new filters without structural changes.

ByteFlow Labs | *Product Designer*

Remote 2025-12 – 2026-04

- **Redesigned a business services onboarding application** for U.S. and international markets, adding conditional flows and Know Your Customer (KYC) identity verification.
- **Cut form completion time by 22%** with validation rules and auto-population patterns.
- **Designed pre-qualification logic that screened for compliance requirements before submission**, cutting review rounds between applicants and compliance teams.

RYVYL | *UX Designer II & Design System Designer*

San Diego, CA, USA 2022-09 – 2025-06

- **Primary designer across five cross-platform SaaS products (web, iOS, Android)**, covering consumer, enterprise, and internal-ops users in U.S. and European markets.
- **Rebuilt a fragmented Figma library into a 200+ component design system across 5 products**, on a three-layer token architecture (primitive → semantic → component). Each product got its own color modes without component changes.
- **Cut Figma comment threads ~70% and frontend dev timelines ~25%.** When the first release stalled, ran onboarding walkthroughs with product and engineering leads, embedded the system into dev handoffs, built a Storybook proof-of-concept, and migrated five products onto tokens.
- **Cut a core payment journey from 6 steps to 2.** Know Your Customer (KYC) and compliance requirements stayed intact.
- **Improved feature navigation accuracy by up to 35 percentage points** through card sorting, first-click testing, and A/B testing.

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, Branch Management, Component Libraries, Prototyping, Wireframing, User Flows, Visual Hierarchy, Layout, Color

Theory, Typography, Gestalt Principles, Micro-interactions, Dev Handoff, Responsive Design, Cross-Platform Design (Web/iOS/Android), Web Content Accessibility Guidelines (WCAG) 2.1, Accessibility

Domain: Zero-to-One Products, AI Feature Design, LLM-Powered Features, Product Discovery, Roadmap Prioritization, Fintech, Business-to-Business (B2B), Software as a Service (SaaS), Consumer Apps, Onboarding Design, Know Your Customer (KYC) / Know Your Business (KYB), Payment Flows, Compliance-Aware Design, Multi-Currency, E-Commerce, Supply Chain & Logistics, Fulfillment

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, Google Analytics, Slack

Languages

English (native), Korean (conversational)