Jackie Zen

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Senior Product Designer crafting intuitive, high-impact experiences across TV, Web, Mobile, and emerging platforms.

SKILLS & TOOLS

Product Design (End-to-end)

UX/UI Design

Interaction Design

Prototyping

Motion Prototyping

Figma

HTML/CSS/JS

EDUCATION

New York University — *M.P.S. Interactive Telecommunications (ITP)*

2016 - 2018

Specialized in Interaction Design and Rapid Prototyping

Stony Brook University — *B.S. Information Systems*

2012 - 2016

Minors in Digital Media and Studio Art

EXPERIENCE

Senior Product Designer — *Peacock (NBCUniversal)*

MARCH 2021 - PRESENT

- **Navigation & Browse:** Shipped global navigation (TV & Web) and a new TV Browse experience that made content discovery faster and more intuitive.
- **Merchandising**: Designed Top 10 (TV & Web) and Top level Spotlight (TV) surfaces that increased engagement through high-impact content promotion.
- **Courtside Live**: Owned end-to-end design (TV, Web, Tablet & Mobile) of a mobile-first live sports experience for the Olympics and NBA, tapping into a Gen Z audience through immersive, real-time camera angles and interactive viewing.
- **Design System (Org-wide)**: Contributed to the foundation of Peacock's Design System, defining scalable patterns and principles that improved consistency and design velocity across teams.

Product Designer — *Paramount (formerly ViacomCBS)*

AUGUST 2018 - MARCH 2021

- **Streaming**: Designed and systematized TV Everywhere streaming experiences across Viacom brands, improving consistency and speed to ship.
- **Live & Interactive**: Led templatized live voting experiences for major events including the MTV VMAs, BET Awards, and Kids' Choice Awards.
- **Tentpole Events**: Owned redesigns of VidCon U.S. and international sites, scaling experiences across regions.
- **Design System**: Contributed to a centralized Design System powering multiple platforms across Viacom brands.

UX Developer — *ViacomCBS*

JUNE 2018 - AUGUST 2018

- Built high-fidelity prototypes using HTML/CSS/JS for design/motion exploration, user-testing, and internal reviews.