

Hazel Jeon

A product designer with 10 years of experience thriving at the intersection of complexity and ambiguity, specializing in internal platforms and enterprise systems, with experience driving end-to-end product decisions in fast-moving startup environments.

Product Designer III / Atoms (B2B + Real Estate)

Sep 2022 - Present

Senior Product Designer / Picnic

- Built the Picnic Business portal from 0→1, establishing a scalable B2B product foundation that drove 10x GMV growth year-over-year and unlocked an entirely new enterprise revenue channel.
- Spearheaded the Group Ordering feature across web and mobile, collaborating closely with engineering and design to ship end-to-end, now responsible for 10% of overall company GMV.
- Built a comprehensive analytics dashboard for admin users, surfacing real-time business insights that directly supported the sales team in securing large enterprise clients.
- Partnered with PMs and engineers to shape and prioritize the product roadmap, translating ambiguous business goals into clear, sequenced initiatives across a fast-moving environment.

Platform Designer / CloudKitchens

- Collaborated with Systems and SaaS Platform teams to deliver integrated, unified platform-level designs, improving consistency of engineering and design output and elevating the internal employee user experience.

Senior UX Designer / Fashionphile (E-commerce)

May 2021 - Sep 2022

- Championed the development and rollout of a universal design framework and methodology, conducting quarterly site audits and accessibility reporting that improved accessibility scores site-wide by ~20%.
- Identified, prioritized, and launched UX solutions for the Search & Discovery experience, leveraging qualitative research via Qualtrics and customer panel interviews to deliver a 10.5% lift in CSAT scores.
- Partnered cross-functionally with Product Management, Engineering, and Analytics to drive the annual product roadmapping process, ensuring design strategy was aligned with business priorities from the ground up.

Senior Product Designer / Carvana (E-commerce + Logistics)

Sep 2018 - Apr 2021

- Conceptualized, designed, and deployed an internal logistics application from 0→1, scaling it to nationwide implementation across all inspection centers and directly reducing delivery delays caused by logistical bottlenecks.
- Collaborated with Brand Marketing to revamp and relaunch the end-to-end sell-to-Carvana experience, resulting in measurably improved flow completion rates across the vehicle sell and trade tool.
- Orchestrated alignment across four product lanes within the Supply Chain & Logistics vertical, leading a team of PMs to ship five cohesive Android app solutions dedicated to improving vehicle intake, reconditioning, and delivery workflows.

UI/UX Designer / Carbon38 (E-commerce)

Sep 2017 - Jul 2018

- Designed and launched fashion-forward landing pages to market new product releases, supporting campaign goals and driving brand engagement across key drops.
- Revamped the login experience, streamlining the entry flow to reduce friction and improve overall user retention.
- Redesigned the add-to-cart flow end-to-end, optimizing for conversion through a smoother, more intuitive purchase experience.

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Education

University of California, Los Angeles

Psychology

Core Competencies

Product Strategy

Design Systems

Visual Design

User Research

Usability Testing

Interaction Design

Accessibility (WCAG)

Cross-functional Leadership

Stakeholder Management

Methods & Process

Sprints

Brainstorming

Wireframing

Prototyping

Rapid iteration

Workshop Facilitation

Design Critique

Research Synthesis

Mentorship

Tools

Figma

ChatGPT

Claude

Cursor

Mixpanel