

Vivien Chin

Senior Product Designer • London, United Kingdom

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SUMMARY

A curious and passionate problem-solver with a strong sense of empathy, committed to accessibility and inclusive design. My work spans UX/CX design across fintech, enterprise and AI, following five earlier years in digital advertising — fast-paced and client-facing work that built adaptability and communication.

EXPERIENCE

J.P. Morgan — Payments

London, UK • August 2022 — Present

- Manages initiatives across the payments portfolio, including KYB onboarding, Ring Project, SEPA checkout, SmartPay and Pay by Bank enhancements

Senior Product Designer — Fraud, Trust and Safety

2026 — Present

- Contributed to the development and implementation of Fraud Intelligence and Shield Experience, an advanced AI-driven fraud detection system that achieved a 40% reduction in fraudulent transactions during pilot testing.

Senior Product Designer — Mobility Payments Solution

2022 — 2025

- Worked on in-car payments across mobile, tablet and infotainment systems
- Conducted workshops and user research
- Built design systems using Google Automotive OS components

QVC — Product Designer

London, UK • April 2021 — July 2022

- Focused on video streaming products: live streaming, forums, onboarding
- Collaborated closely with researchers, developers and product managers

BT Group — Customer Experience Designer

London, UK • January 2020 — April 2021

- Designed end-to-end customer journeys for small business
- Facilitated workshops and defined KPIs

Ordre — Product Designer

London, UK • May — November 2019

- Fashion-tech company; created service blueprints, user journeys, wireframes, prototypes and style guides

Upgrade Pack — Junior UX Designer

London, UK • March — May 2019

- Fintech startup; conducted user research and usability testing

Threepipe — Account Manager

London, UK • April — September 2018

- Managed online media planning campaigns across SEO, Display, Social and PPC channels

EDUCATION

- **Nielsen Norman Group** — UX certificates, remote • 2023 — 2025
- **General Assembly** — User Experience Immersive, London • September — December 2018
- **University of Western Ontario** — Double Major, Criminology & Sociology • September 2009 — June 2013

VOLUNTEER

- **ADP List** — Mentor • June 2023 — Present
- **Design Club** — Mentor • December 2019 — Present
- **Tech Circus UX Crunch** — November 2018 — 2020