

# Max J. Chung

Senior Product Designer with 7 years of experience across insurtech, govtech, and B2B. Former frontend developer proficient in HTML, CSS, Javascript, and React.

## Portfolio

<https://maxjchung.com>

## Email

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## Phone

(650) 441-8003

## Experience

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### Senior UX Designer

Cadmus Group (Govtech)  
Jun 2023 – Oct 2025

- Designed bulk image upload for the USDA PLANTS website that supports 1M+ visitors per year, letting admins efficiently upload a 20K-image backlog.
- Led design and buy-in for NRCS soil data app resulting in 3,000 downloads during its 3-month beta. Partnered with Research and Content Strategy to improve information architecture, user onboarding, and multi-step workflows.
- Raised design maturity for government clients new to UX. Introduced regular design discussions, rapid prototyping, and usability testing.

### Senior Product Designer

Root Insurance (Insurtech)  
Mar 2022 – Dec 2022

- Led iOS, Android mobile designs to reduce endorsement fraud that were projected to save over \$1.5M/year in costs.
- Led 0-to-1 design of an internal tool to streamline actuaries' insurance pricing workflows, projected to save over \$1M/year.

### Product Designer

Root Insurance (Insurtech)  
Feb 2020 – Mar 2022

- Led design and research for early payments feature that was adopted by 13% of customers, reducing the bad debt ratio by 9.4%. Partnered with researchers to identify goals, co-moderate interviews, and synthesize insights.
- Drove 3% increase on home insurance sales. Partnered with Product to identify opportunities through scrappy research and designing A/B tests in Figma.

### Product Designer and Frontend Developer

Boon Media, Inc. (B2B)  
Jun 2015 – Jul 2018

- Saved each of 4 attorneys 2 hours per week by designing and coding reporting tools their custom-built case management web app.
- Shipped features that enabled 3 team roles to collaborate with ~10% fewer emails.

### Frontend Developer

eBay Classifieds (E-commerce)  
Apr 2013 – Apr 2015

- Expanded site reach to 5M+ international users by rebuilding the site as a mobile-first experience.
- Advocated for and helped build the team's first style guide.

## Education

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### Bachelor of Science

Computer Science and Engineering  
University of California, San Diego

## Skills

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Rapid prototyping, interaction design, information architecture, design systems, user interviewing, usability testing, design thinking, responsive design, mobile design, frontend development.