

Marissa Zuniga

Phone Number: 408-726-8721 | Portfolio: [MarissaZ.com](https://marissaz.com) | Email: Marissa.ZunigaSJ@gmail.com

Human-centered designer with enterprise UX and product experience across AI/ML, internal tools, and global platforms. Skilled in end-to-end design, simplifying complex workflows, and aligning UX with business and technology goals. Collaborative partner to engineering, research, and product teams in shaping strategy and delivering intuitive, scalable solutions.

Work Experience

Sr. Product Management AI/ML | JPMorgan Chase | CCB | Columbus, OH

Dec. 2024 - Present

Overview: Collaborating with UX, Data Science, Analytics, and Engineering teams to deliver AI/ML-powered capabilities supporting 10,000+ internal phone agents, driving measurable improvements in usability and efficiency.

- ✓ **Launched immersive AI-powered features for 20,000+ phone agents**, including real-time transcription optimization, context-aware type-ahead, and AI-generated banners enabling them to handle calls faster and with greater accuracy.
- ✓ **Improved agent performance by ~15%** by partnering with UX, Data Science, and Engineering to deliver features that were both technically feasible and user-friendly.

Sr. UX Designer | JPMorgan Chase | HR/CAO/RISK | Columbus, OH

Oct. 2024 - Dec. 2021

Overview: Led efforts to enhance UX maturity through collaboration, feature prioritization, and KPI development. As UX lead, I contributed to innovative solutions, including AI integration, improving efficiency, and user satisfaction while aligning with business goals and WCAG accessibility standards.

- ✓ **Cut analysis time by 98%** (hours to under 2 minutes) by consolidating four reporting platforms into one centralized tool, saving ~510 hours annually for the internal Real Estate Team.
- ✓ **Reduced real estate overhead by 10% across 107 global locations** (millions saved within 3–5 years) by enabling informed decisions on consolidating, selling, or investing in office space.
- ✓ **Reduced attendance data load time by 97% and cut clicks from 5 to 1**, saving significant time for 38,000+ managers and driving 80%+ return adoption by surfacing the right data for proactive interventions and compliance.
- ✓ **Led research to identify reasons for low adoption** of the tool for underwriters, revealing usability bottlenecks.

UX/ Service Designer | Freelance | Bay Area, CA

Dec. 2020 – Feb. 2021

Overview: Conducted in-depth research to uncover pain points and needs resulting in a journey map. Using brand guidelines, designed a responsive website and shifted business goals in B2B to B2C markets.

- ✓ **Reduced non-relevant customer calls by 80%** by redesigning the website to clearly communicate that the company builds custom furniture (not pre-built).
- ✓ **Increased website visitors by 87% within 90 days and sales by 20% within 6 months** by modernizing the website for B2C expansion, clarifying offerings, and optimizing content with targeted keywords informed by user research and interviews.

UX/UI Designer Intern | Kika Mobile App | San Jose, CA

Nov. 2019 – Mar. 2020

Overview: Identified strategic business opportunities to expand customer base, in the United States. Collaborated with marketing and product teams to collect 100+ survey responses, inform user personas, and drive a six-week design sprint that shaped the user engagement strategy.

- ✓ **Increased engagement by ~30%, and improved retention by ~25%** by addressing a key problem uncovered in research: global, unlabeled navigation icons were confusing for the U.S. target market.

Overview: Oversaw complete the product lifecycle while utilizing a charting system to access user data and feedback. Consulted with clients to determine areas for improvement, address communication gaps, and implement solutions.

- ✓ **Improved Vendor Management Inventory (VMI) score from 93% to 98% within 3 months**, increasing customer communication and fleet uptime.
- ✓ **Mediated customer conflicts, achieving a 99% satisfaction rating**, and secured a 35% increase in vehicle leasing deals with high-value customer. **Recognized by the District Manager for enhancing customer relationships** and streamlining client communications.

Additional Noteworthy & Volunteer Experience

UX Designer (Volunteer) | Democracy Lab | Remote

Jan. 2021 - Sept. 2021

Overview: **Identified and reduced 80+ friction points across three goal-oriented user flows** by leading a UX audit team through heuristic evaluations and data-driven analysis, uncovering critical usability gaps, informing designs.

UX Research Coordinator (Contract) | EA Sport | Redwood City, CA

Aug. 2019 - Oct. 2019

Overview: **Filled 20 qualified participants in 2 weeks** by streamlining recruitment across multiple channels and partnering with researchers to ensure fit, directly supporting usability testing.

Marketing Coordinator (Contract) | Sephora | San Francisco, CA

Nov. 2019 - Feb. 2020

Security Analyst (Contract) | PayPal | San Jose, CA

Jan. 2016 - Dec. 2016

Supervisor | Ross Stores Inc | Fremont, CA

Jan. 2015 - Dec. 2016

Contractor | Santa Clara County Department of Revenue | San Jose, CA

Feb. 2007 - Nov. 2011

Overview: **Led the digital transformation of the company's archiving system, improving efficiency and modernizing workflows.** Demonstrated leadership and a strong work ethic, earning a promotion taking on key responsibilities across departments.

Education & Tools

B.S., Business Administration, Marketing & Decision Science | San Jose State University

Graduated 2015

Overview: Learned how to make informed data-driven decisions by analyzing complex datasets to optimize outcome, improve efficiency, and predict future trends for business decisions.

UX/UI Certification | Design Lab | UX Academy

Graduated 2021

Overview: **Completed 16 UX projects**, including A/B testing, usability, information architecture, and prototyping, resulting in refined user flows and improved engagement. Developed concept case studies to enhance conversion rates and user engagement during a **440+ hour UX program.**

Additional Training | Web Content Accessibility Guidelines | Data Visualization

Tools | Figma | Miro | Sketch | Jira | Excel | PowerPoint