

Yufei (Scarlett) Chen

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EDUCATION

Parsons School of Design - The New School

New York, NY

Masters of Fine Arts (MFA) in Design and Technology

May 2023

- Received Dean's Merit Scholarship in the amount of 35% of total tuition
- Portfolio: <https://scarlettchen0111.github.io/>

School of the Art Institute of Chicago

Chicago, IL

Bachelors of Fine Art (BFA) in 3D Modeling and Visual Communication

May 2019

- Independent metal casting work "Heart Ashtray" was chosen to be the exhibition cover for "Digital Crafting Basics"

PROFESSIONAL EXPERIENCE

IntelliPro Group Inc.

Dec 2023 - Present

UI/UX Design Intern

Santa Clara, CA

- Led the development of the IntelliPro version of "DocuSign," focusing on mission-critical features to streamline the signing process, resulting in a targeted 20% reduction in processing time and a 18% budget savings.
- Conducted segmented user research to identify pain points, implemented score cards to determine issues, and created prototypes to enhance user flow.
- Developed and implemented an IT Salary Demo, collaborating with the product manager to overhaul the official website design, resulting in a significant increase of 4000+ daily foot traffic.
- Renovated the leads collection information page, optimizing the process for recording prospect contacts and contributing to a substantial increase of 2000+ client contacts.
- Collaborated closely with the product manager to brainstorm solutions and iteratively improved design mock-ups based on customer feedback, ensuring seamless integration with the product team's vision.

Founder

Aug 2023 - Present

3D Modeler and Jewelry Designer

New York, NY

- Designed and 3D modeled a range of jewelry, accessories, and creative objects using Blender, with a brand positioning focused on affordable luxury.
- Leveraged platforms such as Shapeways, Etsy, and a personal website for retail distribution, strategically promoting exposure through Etsy Ads.
- Secured over 50 sales on Shapeways, showcasing effective marketing and sales strategies, while developing and coding a personal website using HTML and CSS led to a noteworthy 10% increase in sales.

Guangzhou Maritime Court

Sept 2021 - Aug 2022

Website Designer, Full-time

Guangzhou, China

- Spearheaded the creation of the first maritime court international website directory resulting in a 45% transparency boost and elevating Net Promoter Score (NPS) from 3 to 7.
- Collaborated with the product director to conduct user research, identifying pain points and coordinating with the IT department to ensure feasibility, achieving a 5000+ increase in monthly visitors within 6 months.
- Led the homepage redesign, strategically repositioning logos and optimizing design elements, resulting in a decrease in monthly inquiries from 200 to 30 and a 25% reduction in the average case handling time.

Kalomano Inc.

Sept 2021 - Aug 2022

Graphic Designer

Shenzhen, China

- Integrated Adobe Illustrator to incorporate company product images and logos into poster and flyer designs for a sales event.
- Created the merchant's portrait using Adobe Photoshop, strategically cross-promoted the event at WeWork locations, resulting in over 1000 foot traffic, 120+ conversions, 700+ product sales, and an increase of 150+ followers for the shop on TaoBao.

SKILLS

UI/UX Design | Visual Communication | 3D Modeling | HTML | CSS | Python Adobe Illustrator | Adobe Photoshop | Adobe After Effects | Adobe Premiere Pro | Figma | Blender