

# Yufei(Scarlett) Chen

## UI/UX Designer and Visual Communication

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portfolio: <https://scarlettchen0111.github.io/>

### Professional Experience

#### Altomni Corp.

##### UI/UX Design Intern

December 2023 - March 2024

- Participate in user research and interaction studies
- Translate user stories and business requirements into effective designs
- Design sitemap, wireframes prototypes and UI
- Work with Visual Designers to evolve our brand identity style guide
- Help instill a human-centered and collaborative culture in the company

#### Self-employed

##### 3D Modeler and Jewelry Designer

August 2023 - Present

- Design and 3D model jewelry, accessories and creative objects using Blender. On average, it takes 3-7 days to create a new model.
- Brand positioning is affordable luxury. In result, I limit the cost for each model under \$100 by getting price quote on Shapeways and going back and forth in Blender to adjust sizes and complexity.
- Utilize Etsy and Shapeways for retail. Promote exposure frequency by using Etsy Ads. Made 1 sale on Shapeways for the goat skull pendant so far.

#### Guangzhou Maritime Court

##### Trial News Translator and Website Designer

September 2021 - August 2022

- Researched over 10 national and international government official websites for visualization references.
- Translated over 60 trial news, publication catalogs, and scripts for The Voice of Judge. Dubbed for one The Voice of Judge show in 2021. Summerize causes and appeals of maritime cases, and thereby learned the most common concerns, appeals, and needs of litigants.
- Sketched sitemap and framework. Replaced bar charts with map charts for accepted trial cases from different regions and countries for the English version.
- Worked as design director as well by guiding the team to unify typeface for each module, eliminate 2 superfluous motion modules and create a neat and clear website interface.
- Replaced regular font with bigger and bolder font for “Laws and Regulations” section, which made common legal information easier for litigants to find.

#### Kalomano Inc.

##### Graphic Designer

November 2020 - December 2020

- Incorporated the company’s product images and logo in the designs of poster and flyer for a sales event using Adobe Illustrator; illustrated the merchant’s portrait in Adobe Photoshop.
- Suggested the merchant to incorporate his portrait illustration in the design for eye-catching effect. Suggestion was approved and attracted desired attention in a competitive commercial environment. Around 10 people who started conversation with the merchant based on the portrait purchased the products and followed the shop on TaoBao.

### Education

#### Parsons School of Design - The New School

##### MFA in Design and Technology

September 2020 - May 2023

- Received Dean's Merit Scholarship in the amount of 35% of total tuition.
- Skills: UIUX Design, Figma, HTML+CSS, Motion Graphics, Blender, Adobe Creative Cloud

#### School of the Art Institute of Chicago

##### BFA in 3D Modeling and Visual Communication

September 2014 - May 2019

- Independent metal casting work “Heart Ashtray” was chosen to be the exhibition cover for "Digital Crafting Basics". On view through January 2 - January 23, 2018, at Flaxman Library Main Collections.
- Skills: Adobe Creative Cloud, Graphic Design, Rhinocero, 3D printing, Jewelry Design.

### Key Skills

UI/UX Design | Figma | Adobe Illustrator | Adobe Photoshop | Adobe After Effects | Adobe Premiere Pro | HTML | CSS | Blender

### Languages

English | Chinese(Mandarin)