Scarlett Chen

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SKILLS

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

PROFESSIONAL EXPERIENCE

Squareone Inc.   **May 2024 - Present**
UI/UX Designer, full-time   **New York, NY**

- Collaborated cross-functionally with the co-founder and developer to design the official website. Focused on core branding and user experience features to build the company's identity and clarify its free and premium services. The deliverable aims to increase inquiries by **15%** within three months and achieve a growth of over **600+** monthly visitors.
- Conducted segmented user research to identify pain points among international students and took responsibility for UX writing. Developed prototypes to improve user flow.
- Work cross-functionally with the marketing team to design branding materials, including a logo, flyers, LinkedIn banners, and social media posters. The graphic designs were approved and praised by colleagues, and received commendations from management.

IntelliPro Group Inc.   **Dec 2023 - Present**
UI/UX Design Intern   **Santa Clara, CA**

- Collaborated closely with the product manager and front-end and helped designing the IntelliPro version of "DocuSign". Focused 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.

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 a team of **5** to conduct 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.   **Oct 2020 - Dec 2020**
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 e-commerce platform.

EDUCATION

Parsons School of Design - The New School   **New York, NY**
Masters of Fine Arts (MFA) in Design and Technology

- 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

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