

# Shelly Xi Chen

UX / Product Designer

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## EXPERIENCE

### UX Design Intern | Tencent

Personalization. AI 05/2018 - 08/2018

- Initiated and designed feature personalization through 4 iterations in QQ Browser, which has 350 million MAU, the largest among Chinese web browsers.
- Published an article for sharing machine learning and received over 1k+ claps.
- Collaborated with PM and engineers to build Do Not Disturb Mode to optimize working experience. Launched the redesign of Game Center.

### UX Designer & Developer | Georgia Tech

Accessibility. Crowdsourcing. VUI with Haptics 09/2017 - Present

- Led version 1.0 development and version 2.0 design for a crowdsourcing route planning app that allows people with different physical abilities to report and share information together. Launched to App Store.
- Designing a voice user interface with haptics to empower the visually impaired to navigate and get environmental information around.

### UX Intern | Microsoft Research Asia

Data Visualization 05/2017 - 08/2017

- Developed a bar chart feature for Infographic Designer with TypeScript and C#. Published on Microsoft Office Store with a 4.5-star rating.
- Conducted 3 steps comparative user evaluations for our tool. Published 'InfoNice: Easy Creation of Information Graphics' at CHI 2018.
- Designed and prototyped an insight comparison module to discover underlying differences within the dashboard data at Microsoft Hackathon.

### Visualization Research Assistant | Peking University

Data Mining. Information Visualization 09/2016 - 08/2017

- Designed the visualization system to detect frequent and unusual patterns on traffic data. Won 2017 VAST Challenge competition (4/53 teams).
- Compared machine learning algorithms to predict personas based on sentiment analysis of comments on the social media.

## PROJECTS

### The Home Depot: AR. Customization 08/2018 - 12/2018

- Utilized AR to provide a new workflow experience for associates and customized workflow for novice and expert associates to improve efficiency.

### InsVoice: Voice User Interface. Motion Design 12/2018

- Designed and prototyped the animation of interaction for incorporating voice in Instagram to provide quicker and more accessible interaction.

## EDUCATION

### Georgia Institute of Technology

M.S. in Human-Computer Interaction

The Management of Technology Certificate

2018 - 2020

### Peking University

B.S. in Computer Science

2013 - 2017

## SKILLS

### Design

Adobe Creative Suite

Sketch

Zeplin

Axure

Principle

Invision

### User Research & Analysis

Competitive Analysis

Information Architecture

Contextual Inquiry

Empathy Map

Affinity Mapping

JTBD

Journey Map

A/B Testing

### Programming

Swift/Objective C

JavaScript/TypeScript

HTML/CSS/D3/ jQuery

C/C++

Python

Java

## AWARDS

### Award of Excellence

Microsoft Research Asia

### Multi-Challenge Award (4/53 teams)

IEEE Visualization VAST Challenge