SHELLY XI CHEN

Product Designer & Tech Lover

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EXPERIENCE

Product Design Intern | Facebook 05/2019 - 08/2019

- Led designing mobile recruiting products and launched the 1st mobile tool.
- Initiated and published a methodology, 'Decision Framework for Mobile Adoption', which birthed discussion within the whole Enterprise Team.
- Designed mobile Interview Home which was a product suite to increase discoverability of all interview tasks by collborating with 5 teams. Established and tracked success metrics. Individually planned and conducted user feedback sessions and summarized 40+ insights..
- Proposed a notification project which was added to the team's roadmap. Visualized and documented 20+ current notification mechanisms.

UX Design Intern | Tencent 05/2018 - 08/2018

- Initiated and designed 4 iterations of feature personalization in QQ Browser, which has 350 million MAU, the largest among Chinese web browsers.
- Published "Designers' Guide to Machine Learning" and received 1k+ claps.
- Collaborated with PM and engineers to build a Do Not Disturb Mode.
- Launched the redesign of QQ Browser's Game Center.

UX Designer & Developer | Georgia Tech 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 surrounding environmental information.

UX Intern | Microsoft Research Asia 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.
- Co-authored "InfoNice: Easy Creation of Information Graphics" which was published to CHI 2018. Conducted comparative user evaluations.
- Designed and prototyped an insight comparison module to discover underlying differences within the dashboard data at Microsoft Hackathon.

Visualization Research Assistant | Peking University 09/2016 - 08/2017

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

EDUCATION

Georgia Institute of Technology
M.S. in Human-Computer Interaction
2018 - 2020

Peking University
B.S. in Computer Science
2013 - 2017

EXPERTISES

AI / Machine Learning. AR
Data Visualization. Accessibility

SKILLS

Design

Sketch. Adobe CC
Principle. Zeplin. Proton. Invision

User Research & Analysis

Market Analysis. Information Architecture
Empathy Map. Journey Map. JTBD
Contextual Inquiry. A/B Testing

Programming

Swift. JavaScript. HTML. D3. jQuery
C/C++. Python. Java

AWARDS

Award of Excellence
Microsoft Research Asia

Multi-Challenge Award (4/53 teams)
IEEE Visualization VAST Challenge