



Xiaohan Chen

UI/UX Designer

I am passionate about supporting diverse teams to transform complex challenges and align on innovative, sustainable, user centric solutions which achieve necessary business needs.



Delft, NL



xiaohanchen66@gmail.com



+31 0647434067



[LinkedIn](#) / [Portfolio](#)

Work Experience

UI/UX Designer Intern

@Sentech AI

Delft, NL

2025.11 – Now

- **Market Research & Analysis:** Conducted market research on mental-skincare products in the Netherlands and European skincare markets; Completed competitor benchmarking and targeted customer research; Defined key customer personas based on skin & stress issues.
- **Website Design & Dev:** Led 0-to-1 building of an E-commerce website in Shopify. Designed landing page and ensured its functionality.
- **Brand & Visual Design:** Independently designed brand identity, logo, package; Ensured skincare samples' production with Chinese supply chain.

Design Engineer

@Emergence Delft

Delft, NL

2023.11 – 2024.02

- **Installation Design:** Participated in designing an art installation about patients suffer from the lock-in syndrome; Designed the prototype concepts and final spatial design.
- **User Emotion Data Analysis:** Participated in the patient interviews; Analyzed EEG emotional data from patient and transformed the results into dynamic water patterns.
- **Publication:** The project was exhibited at Emergence exhibition & STRP Festival Eindhoven.

UI/UX Designer Intern

@NetEase Games

Hangzhou, China

2023.03 – 2023.07

- **Game UX Design:** Analyzed games' HP bar mechanics; Designed HP bar interactive logics and states for an 3-match game; Designed narrative concepts for opening screens and generated concept visuals with AIGC tools with MJ and SD.
- **Usability & Design System Optimization:** Conducted UX research on usability issues in the game level editor; Refined new design system; and designed new UI interfaces for new functions;
- **AI prompt research:** Contributed to AI text-generation feature and patent writing; Optimized 10+ prompt iterations; Designed part of a Figma-based AI text assistant plugin.

Education

Delft University of Technology

MSc. Design for Interaction

2023.09 – 2025.09

Beijing University of Posts and Telecommunications

BEng. Industrial Design

2019.09 – 2023.09

Skill

Design & Prototyping

Figma, Miro, Adobe CS, AI tools, Graphic design, Design system

Research & Strategy

Usability testing, Interviews, Synthesis; Workshop Facilitation

Coding fundamentals

Basic understanding of JavaScript, HTML, C, Python; Experience with hardware engineering

Language

English (Professional)

Mandarin (Native)

Dutch (Learning)

Work Experience

UX Designer & Researcher Intern
@Starmaker

Beijing, China
2022.01 – 2022.05

- **App UX Design:** Supported the product iterations of an K-song app; Designed iterated functions & wireframes; Wrote PRDs for design requirements.
- **User research & Localization:** Designed and conducted multilingual surveys for Push function's UX measurements (1000+ responses); Analyzed survey results across different regions; Developed localized content strategies for push notifications.
- **User Behavior Analysis:** Used SQL to extract users' behavioral data in the app; Applied Pareto Principle to analyse data; Identified high-value user groups for personalized strategies.

Hobby

Street photography, Pottery, Guitar,
Baking, Snowboarding, Tennis

Extracurricular Involvements

Mental Health Workshop Facilitator
@hii

Delft, NL
2025.05 – 2025.10

- Facilitated design thinking workshops that integrated positive psychology principles to foster open mental health conversations with the topic on stress management, personal strengths, and communication skills.

ICWE International Conference Volunteer

Delft, NL
2025.07

- Provided technical support for the conference. Ensured smooth operation of sub-forum sessions by coordinating with on-site staff to resolve unexpected equipment issues.

Beijing College Students' Innovation and Entrepreneurship Project

Beijing, China
2021.06 – 2022.06

- As the project leader, led a team of 3 to design and develop an innovative App for Calligraphy lovers. The project was selected for the National Innovation Project Showcase.