



Xiaohan Chen

UI/UX Designer

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

 Delft, NL

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 [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.
- **E-commerce Website Design & Dev:** Led 0-to-1 Shopify website design. Designed landing page and science pages; Ensuring the development of E-commerce web's functionality.
- **Brand & Visual Design:** Designed brand identity, logo, package, and bottle shapes; Ensured skincare samples' production.

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 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.
- **Usability Optimization:** Identified and solved usability issues in the game level editor; Simplified information architecture improving workflow efficiency by 20%.
- **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, Adobe softwares, AI tools,
Graphic design, Design system

Research & Strategy

Usability testing, Interviews,
Synthesis; Workshop Facilitation

Coding fundamentals

Experience with JavaScript, HTML,
C, Python, Hardware engineering

Language

English (Professional)

Mandarin (Native)

Dutch (Learning for 3 months)

Work Experience

UX Designer & Researcher Intern Beijing, China
@Starmaker 2022.01 – 2022.05

- **App UX Design:** Supported the product iterations of 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 Delft, NL
@hii 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.