

Michelle Chen

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Professional Summary

UI/UX designer with 3+ years of experience in UI/UX and web design. Highly proficient in delivering high-quality digital experiences, including winning the People's Choice Award at Endstar Game Maker Spark Challenge and 2nd place at UC Riverside RoseHack 2025. Skilled in HTML/CSS, Figma, and Adobe Creative Suite.

Experience

Website Interface (UI) Designer | M-think Technology, Taiwan | 10/2023 – 09/2024

- Designed and implemented responsive interfaces aligned with WCAG and UX best practices, likely improving accessibility for a broader audience
- Conducted testing across 6+ browsers to ensure consistent performance and reduce UI issues
- Collaborated with cross-functional teams to deliver user-centered solutions, contributing to improved team workflow and product alignment
- Iterated UI prototypes based on user feedback and analytics, which helped enhance usability and user satisfaction

UI/UX Designer & Frontend Developer (Volunteer) | Toastmasters District 67, Remote | 03/2023 – 09/2023

- Redesigned the Toastmasters Taiwan site using Figma and HTML/CSS, improving mobile usability and reducing bounce rate by 20%
- Applied accessibility and visual hierarchy principles to boost readability and engagement
- Integrated interactive elements and improved navigation to enhance engagement

Freelance UX/UI Designer | Self-Employed, Remote | 04/2022 – 09/2023

- Designed and launched websites for Wei Pang Bakery and KAN WEN Cram School
- Built branding, structure, and front-end code using HTML5, CSS, and Bootstrap
- Ensured client satisfaction through iterative reviews and usability changes

Event Planner | Tianyi Management Consulting, Taiwan | 03/2022 – 05/2022

- Designed promotional materials and venue layouts for 5+ corporate events, attracting over 300 total attendees
- Produced proposals and managed logistics for event implementation

Project Assistant | Great Yarmouth Heritage Center, Taiwan | 01/2020 – 04/2021

- Researched cultural artifacts and museum exhibits for educational programs
- Created an interactive guidebook to enhance visitor engagement with heritage

Skills

Design Tools: Adobe Creative Suite, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Figma

Frontend Development: HTML5, CSS, JavaScript, Bootstrap, Responsive Web Design, Accessibility (WCAG)

UX Methods: User Experience Design, User Interface Design, User Research, Usability Testing, Wireframing

Productivity: Microsoft Office

Education

Arizona State University, AZ | Master of Science in User Experience (Human-Computer Interaction) | Expected 09/2026

National Yunlin University of Science & Technology, Taiwan | Bachelor of Arts in Cultural Heritage Conservation | 02/2021

Certificates

Arizona State University, 2025 — Spark Challenge Skill Badge: UX Design

Google (Coursera), 2024 — Foundations of User Experience (UX) Design

freeCodeCamp, 2022 — Responsive Web Design Developer Certification