

# Michelle Chen

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## Summary

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Creative and passionate 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

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### M-think Technology | Taiwan

#### Website Interface Designer | 10/2023 - 09/2024

- Designed and implemented responsive interfaces aligned with WCAG and UX best practices
- Conducted cross-browser testing to ensure performance across major browsers and devices
- Collaborated with engineers, PMs, and designers to deliver user-centered solutions
- Iterated UI prototypes based on user feedback and analytics

### Toastmasters District 67 Digital Transformation Committee | Taiwan

#### UI/UX Designer & Frontend Developer (volunteer) | 03/2023 - 09/2023

- Redesigned the Toastmasters Taiwan site using Figma and HTML/CSS to improve user flow
- Optimized layouts and visual hierarchy for accessibility and responsiveness
- Integrated interactive elements and improved navigation to enhance engagement

### Self-Employed | Taiwan

#### Case Freelancer | 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

### Tianyi Management Consulting | Taiwan

#### Event Planner | 03/2022 - 05/2022

- Designed venue layouts and promotional materials for corporate events
- Produced proposals and managed logistics for event implementation

### Great Yarmouth Heritage Center | Taiwan

#### Project Assistant | 01/2020 - 04/2021

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

## Skills

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User Experience Design, User interface Design, User Research, Usability Testing, Wireframing, Adobe Creative Suite, Adobe Illustrator, Adobe InDesign, Figma, Bootstrap, HTML5, CSS, Microsoft office

## Education

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### Arizona State University | Tempe, AZ

#### User Experience | 09/2026

### National Yunlin University of Science and Technology | Taiwan

#### Cultural Heritage Conservation | 02/2021

## Certificates

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Spark Challenge Skill Badge: UX Design, Google: Foundations of User Experience (UX) Design, freeCodeCamp: Responsive Web Design Developer Certification