Michelle Chen

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Professional Summary

UI/UX designer with 2+ years of experience crafting accessible, responsive digital products. Known for delivering award-winning user experiences, including recognition at the Endstar Spark Challenge and UC Riverside RoseHack 2025.

Experience

UX/UI Designer *June 2025 – Present*
VisLab, Arizona

- Designed and developed web pages using ASU's branded design system and accessibility standards
- Created custom web designs for external clients across various industries
- Conducted user research and usability testing to evaluate and refine design solutions
- Collaborated with cross-functional teams and stakeholders to deliver user-centered outcomes

Website Interface/UI Designer *October 2023 – September 2024*
M-think Technology, Taiwan

- Executed browser compatibility testing across 6+ platforms, reducing interface issues by approximately 30%
- Collaborated with engineers and product managers to translate design concepts into functional web components
- Refined UI prototypes based on analytics and feedback, contributing to a 15% improvement in task success rates
- Demonstrated attention to detail and adaptability in agile sprint environments
- Analyzed user testing feedback and proposed layout updates to improve task flow

UI/UX Designer & Frontend Developer/Volunteer *March 2023 – September 2023*
Toastmasters International, Taiwan

- Redesigned organization website operating Figma and HTML/CSS, reducing bounce rate by 20%
- Enhanced layout structure and visual hierarchy to improve readability on mobile devices
- Integrated interactive components and streamlined navigation to increase engagement
- Identified content gaps and proposed a revised site structure to align with member needs

UX/UI Designer *May 2022 – February 2023*
Self-employment, Taiwan

- Built custom websites for Wei Pang Bakery and KAN WEN Cram School, boosting inquiries by 35%
- Managed multiple client projects and maintained satisfaction through 3–5 review cycles per engagement
- Adapted to changing client needs with strong communication and time management skills
- Suggested SEO and usability updates, increasing client engagement

Event Visual Designer *March 2022 – April 2022*
Tianyi Management Consulting, Taiwan

- Designed event visuals and layouts for 5+ corporate functions, attracting 300+ attendees
- Coordinated planning logistics and ensured smooth execution within time and budget constraints

Skills

Design Tools: Figma, Adobe XD, Adobe Illustrator, Adobe InDesign, Adobe Photoshop
Frontend Development: HTML5, CSS3, JavaScript, Bootstrap, Responsive Design, Accessibility (WCAG)
UX Methods: User Experience Design, User Interface Design, User Research, Usability Testing, Wireframing

Education

Master of Science in User Experience/Human-Computer Interaction *Expected September 2026*
Arizona State University, Tempe, AZ

Bachelor of Arts in Cultural Heritage Conservation *February 2021*
National Yunlin University of Science & Technology, Taiwan

Certificates

Spark Challenge Skill Badge: UX Design – Arizona State University, 2025
Foundations of User Experience (UX) Design – Google (Coursera), 2024
Responsive Web Design Developer Certification – freeCodeCamp, 2022