**Michelle Chen**Tempe, AZ | 602-607-9725 | yche1356@asu.edu | [themichellechen.com](https://themichellechen.com/) | linkedin.com/in/mchen0727

**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