YUE CHEN

UX/Product Designer

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[portfolio password to the most recent project: "YC2018"]

EDUCATION

M.S in Information - Human Computer Interaction
University of Michigan, School of Information
GPA: 4.0/4.0 | Aug 2015 - Aug 2017

Bachelor (Honors) in Information Science & Electronic Engineering
Zhejiang University, Chu Kochen Honors College
English(Interpretation) Minor | Sep 2011 - Jun 2015

Summer Exchange at University of California, Los Angeles | Aug 2014

WORK EXPERIENCE

Product Designer @Verizon
Basking Ridge, NJ | Dec 2017 - present

- Worked on user experience design for Mobile First customer-facing app and multiple web-based IT solutions
- Designed from end to end the enterprise web app to build and maintain AI chatbot content; Contributed to product requirements working with stakeholders, iteratively designed the user flows, interactions and visual assets, worked with Agile engineering team to handoff and support feature delivery
- Collaboratively rebranded the app - *My Verizon*; created and optimized user flows with research insights, and supported development; worked within and contributed to the atomic design system

UX/UI Designer @JOOL Health
Ann Arbor, MI | May - Aug 2016

- Designed the JOOL web app for cross-platform experience with a focus on improving on-boarding experience, IA and usability
- Planned and conducted user research and usability tests, analyzed with detailed findings to provide insights on the design
- Involved in product engagement strategy and created rapid proof of concept prototypes

Design consultant - Business Analyst @DigitasLBi
New York, NY | Jun - Aug 2017

- Redefined the customer journey and redesigned Nissan finance management app for an increased customer satisfaction
- Developed business and functional requirements and specs in an agile team, created animated prototypes and annotations for client delivery

Product Intern, MailMaster app @NetEase (NASDAQ: NTES)
Hangzhou, China | Apr – Jul 2015

- Responsible for the daily operations of the *MailMaster* App, increased the number of followers on its social channel from 800 to 7000
- Created user journey and wireframes of "Mail-as-a-service" initiative, being the point of contact for external partnership
- Analyzed user feedback data bi-weekly to help expose usability issues and drive insights for product roadmap

SKILLS

UX/UI User-centered Design | Wireframing and Prototyping | UX Research and Testing | User Journey | UI Design of Mobile and Web | Information Architecture | Data Visualization | Functional Spec & Design System

Programming & Engineering HTML, CSS, JavaScript | C | Material Design | Agile/Scrum | Machine Learning | Computer Vision

Tools: Sketch | InVision | Principle | Adobe Creative Suite | Axure | Confluence | Zeplin | Kinect

OTHER PROJECTS

UX Consultant Client: Odeum LLC
User Experience Design | Sep – Dec 2016

- Redesigned the teacher's experience of the educational game software
- Identified usability pitfalls via user research optimized the info architecture and features

UX Researcher Client: The Michigan Daily
Usability Consultancy | Jan - Apr 2016

- Assessed usability of the news site and provided UX insights via interviews, surveys, comparative analysis, heuristics evaluation, and usability tests

Freelance UX/UI, Graphic Designer
Clients: Healthrise, SenseiHub, Boston Asian American Festival, Bailu NYC Cultural Salon

AWARDS

CHI 2016 Student Design Competition Dot-it
San Jose, CA | Sep 2015 – May 2016

- Collaboratively designed a mobile app and wristband set for pregnant women to track and manage uncomfortableness during pregnancy
- Awarded top 12 finalist of all projects; presented poster at CHI 2016 Conference;
- Paper published in ACM-CHI library

Grace Hopper Celebration Funding Award
Houston, TX | Oct 2016

- Attended GHC for women in tech with funds by Yahoo! after being selected by SI