

YUE CHEN

UX/Product Designer

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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

- Driving end-to-end design of Verizon's enterprise chatbot building platform - a friendly to use AI conversational content management system
- Working with stakeholders to conceptualize and concretize product feature, delivering user flows and UI, working with multifunctional team in an Agile environment; developed and maintained pattern library
- Worked on UX and rebrand of Verizon's customer-facing app "My Verizon"; optimized user flows and created mobile prototypes; worked within and helped iterate the atomic design system

UX/UI Designer @JOOL Health

Ann Arbor, MI | May - Aug 2016

- Responsible for designing the new JOOL web experience with an improved IA and storytelling in its onboarding flow from mobile experience.
- Conducted in-person user field study and usability tests followed with detailed findings and design insights
- Participated in feature planning and created proof of concept rapid prototypes

Design consultant - Business Analyst @DigitasLBi

New York, NY | Jun - Aug 2017

- Worked for client **Nissan Finance** on its mobile application, developed business and functional specs in an agile environment, helped create animated prototypes and annotations for client delivery

Graphic Design Graduate Teaching Assistant @Univ of Michigan

Ann Arbor, MI | Sep 2016 - Apr 2017

- Assisted in teaching grad-level Graphic Design course, held hands-on session of Adobe CC and office hours and helped create course materials

Product Intern, MailMaster app @NetEase (NASDAQ: NTES)

Hangzhou, China | Apr - Jul 2015

- Managed daily operations for the MailMaster App, increased the number followers of its social channel from 800 to 7000
- Created user journey and wireframes of "Mail-as-a-service" initiative in partnership with external delivery companies
- Analyzed user feedback data bi-weekly to help drive product strategy

SKILLS

UX/UI | Wireframing and All-fidelity Prototyping | User-centered Design | UX Research and Testing | Visual and UI Design | iOS, Android, Web Design | 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 | Github | Confluence | Zeplin | Kinect

OTHER PROJECTS

UX Consultant Client: Odeum LLC

User Experience Design | Sep - Dec 2016

- Redesigned the teacher-facing platform of Odeum's 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 website and provided recommendations through 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 cope with nausea and other uncomfortableness
- 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