

Alex(Tze-Yu) Chen

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Portfolio: byalexchen.com

Product Designer with 3+ years of experience crafting scalable solutions for enterprises, agencies, and startups.

EXPERIENCE

UX Designer & Researcher / University of Washington

Aug. 2023 – Present / Seattle, WA, USA

- Designed a generative AI system transforming research papers into digestible formats for designers, improving the utilization of academic research
- Led a 3-person team to optimize Project Sidewalk, a crowdsourcing platform for accessibility data. The platform was deployed in 11 cities worldwide

UX Designer / BORING Design Lab

Oct. 2022 – May. 2023 / Taipei, Taiwan

- Led the end-to-end UX design of Taishin Bank's credit card reward system. Increased monthly active users by ~700% through redesign
- Facilitated workshops for cross-functional teams (PMs, engineers, and other stakeholders) to improve user understanding, ideation and team alignment

Research Assistant / National Yang Ming Chiao Tung University

Oct. 2019 – Dec. 2022 / Hsinchu, Taiwan

- Studied Human-AI interaction to determine the optimal timing and principles of providing guidance for chatbot users. The research was published at CHI '22 and received an honorable mention for the Best Paper Award
- Designed and developed CAMPUS, an accessibility map for the NYCU campus. Developed system front-end with the React framework

UX Fellow / Office of the Digital Minister (Taiwan)

Jul. 2021 – Aug. 2021 / Taipei, Taiwan

- Led a team of 4 to redesign the Taipei City Public Daycare Application Portal. Worked with different populations to optimize inclusive design
- Delivered responsive design compliant with WCAG standards. Increased System Usability Score from 58 (25th percentile) to 85 (96th percentile)

Founding UX Designer / Horizone Studio

Jul. 2020 – Nov. 2020 / Hsinchu, Taiwan

- Led the 0-to-1 design of Dent&Co, the first integrated dentist reservation and review platform in Taiwan
- Designed surveys, conducted interviews, and hosted a codesign workshop to inform design. The final product gained 140K+ registered users in 2 years

EDUCATION

Master of HCI + Design

University of Washington

Aug. 2024 / Seattle, WA, USA

B.B.A. in Management Science B.S. in Computer Science

National Yang Ming Chiao Tung University

Jan. 2023 / Hsinchu, Taiwan

SKILLS

Design

Information Architecture

Design System

Journey Mapping

Codesign Workshop

Wireframing

Behavioral Design

Research

Interview

Survey

Contextual Inquiry

Usability Testing

Concept Testing

Thematic Analysis

Coding

Prototyping

Figma

HTML / CSS / JavaScript

Python

Unity / C#

Storyboarding

Physical Prototype

Arduino

3D Printing/Laser Cutting