

Alex Chen

Seattle, WA / Open to relocation

(206) 535-3070

alxychen@gmail.com

Portfolio: byalexchen.com

Product Designer with 4 years of experience designing scalable & inclusive solutions with a research-driven approach across fintech, healthcare, and start-ups. I specialize in leading end-to-end design of responsive interfaces.

EXPERIENCE

UX Designer & Researcher

*Prosocial Computing Group,
University of Washington*

08/2023 - Present

- Designed an AI tool for designers to gather insights from academic research. Developed a **web prototype** and ran **19 evaluation sessions** to inform design
- Defined design guidelines for AI-powered evidence-based policymaking by **leading study design** and **16 interviews** with policymakers and researchers in WA
- Optimized the design of Project Sidewalk, an accessibility data platform. Improved efficiency of data labeling tasks for crowdsource workers in **11 cities worldwide**

UX Designer

BORING Design Lab

10/2022 - 05/2023

- Increased **monthly active users** by ~700% for a mobile credit card reward feature in a finance product used by **3+ million customers**. Led the end-to-end design, contributing to research, information architecture, core user flows, design systems, and motion design
- Created Hi-Fi prototypes to **align stakeholder visions** and **support developer handoff**. Facilitated co-creation workshops for the cross-functional team to drive design decisions that balanced user needs with clients' business goals

Research Assistant

Mobile & Ubiquitous Interaction Lab

10/2019 - 12/2022

- Received **honorable mention for the Best Paper Award** at CHI '22 conference for mixed-methods research on human-AI interaction in optimal chatbot guidance design
- Conducted **135+ user interviews**. Developed web experiment platforms with React; Analyzed statistical data with R and qualitative data with thematic analysis

UX Fellow

Office of the Digital Minister (Taiwan)

07/2021 - 08/2021

- Led the Taipei City Public Daycare Portal redesign with a focus on learnability for **2K+ new users** each year. Increased System Usability Score **from 58 to 85 (25th to 96th percentile)** and ensured **WCAG compliance** of the new design
- Worked with new parents from diverse backgrounds and **government stakeholders** at different levels (incl. executives) to learn about user needs, stakeholder needs, and project constraints. Steered a **mobile-first strategy** to optimize design inclusivity

Founding UX Designer

Horizone Studio

07/2020 - 11/2020

- Led the 0-to-1 design for Dent&Co, a healthcare start-up building Taiwan's first dentist reservation/review platform. Designed core user flows, design system, and user interfaces, helping the client acquire **140K+ users** in 2 years
- Designed surveys, conducted interviews, and hosted a workshop with **30+ dental professionals** to gather insights supporting service design and product features

EDUCATION

University of Washington

Master of Human-Computer Interaction + Design

National Yang Ming Chiao Tung University

Hsinchu, Taiwan

B.B.A. in Management Science & B.S. in Computer Science (double major)

SKILLS

UX Design

Design Thinking / Information Architecture / Design System / Visual & UI Design
Journey Mapping / Persona / Wireframes / Responsive Web System (Desktop/Mobile)

User Research

Interview / Contextual Inquiry / Survey / Data Analysis (R/Python) / Usability Testing
Co-creation Workshop / Concept Testing / Thematic Analysis / RITE Testing

Prototyping & Design Tools

Figma / Sketch / ProtoPie / Adobe Creative Suites (Photoshop/Illustrator/After Effects)
Sketching / Storyboard / Frontend Languages (HTML/CSS/JavaScript) / Unity / C#