

Alex(Tze-Yu) Chen

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

Seattle, WA / Open to relocation

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Portfolio: byalexchen.com

EXPERIENCE

UX Designer & Researcher / Prosocial Computing Group, UW

Aug. 2023 – Present / Seattle, WA, US

- 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

Oct. 2022 – May. 2023 / Taipei, Taiwan

- **Increased monthly active users by ~700%** for a mobile credit card reward feature used by 3+ million customers. Led the end-to-end redesign, 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 and Ubiquitous Interaction Lab

Oct. 2019 – Dec. 2022 / Hsinchu, Taiwan

- **Received honorable mention for the Best Paper Award at CHI '22 conference** for mixed-methods research on human-AI interaction in optimal chabot 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)

Jul. 2021 – Aug. 2021 / Taipei, Taiwan

- 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

Jul. 2020 – Nov. 2020 / Hsinchu, Taiwan

- Led the 0-to-1 design for Dent&Co, Taiwan's first dentist reservation/review platform. Designed core user flows and design system, **acquiring 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

Master of HCI + Design

University of Washington

Seattle, WA, US

B.B.A. in Management Science

B.S. in Computer Science

National Yang Ming Chiao Tung University

Hsinchu, Taiwan

SKILLS

Design

User-centered Design
Design Thinking
Information Architecture
Design System
Visual / UI Design
Mobile Design (iOS/Android)
Responsive Web Design
Journey Mapping / Persona
Rapid Iteration

Research

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

Prototyping

Figma / Sketch
HTML / CSS / JavaScript
Photoshop / Illustrator / After Effects
Python
Unity / C#
Sketching / Storyboarding
Physical Prototype
Arduino
3D Printing / Laser Cutting