

Alex(Tze-Yu) Chen

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Portfolio: byalexchen.com

Product Designer with 4+ years of experience crafting inclusive and responsive design (desktop/mobile) with an end-to-end approach.

EXPERIENCE

UX Designer & Researcher / Prosocial Computing Group, UW

Aug. 2023 – Present / Seattle, WA, US

- Led a 3-person team to optimize task efficiency and user engagement for Project Sidewalk, an accessibility data platform **deployed in 11 cities worldwide**
- Designed an AI-powered system transforming research papers into digestible formats for designers. Prototyped the web system with GPT-4

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 from research to design system. **Increased monthly active users by ~700%**
- Designed the user journey and flows for a business-facing gen-AI system, **automating the production of graphic assets** for Google Ads
- Created Hi-Fi mockups to **align stakeholder visions** and **support developer handoff**. Facilitated workshops for cross-functional teams to improve user understanding, ideation, and decision-making

Research Assistant / Mobile and Ubiquitous Computing Lab

Oct. 2019 – Dec. 2022 / Hsinchu, Taiwan

- Conducted qualitative research on human-AI interaction to determine the optimal guidance design for chatbots. The research was **published at CHI '22** and **received an honorable mention for the Best Paper Award**
- Designed CAMPUS, an accessibility map for the campus. Developed system front-end with the React framework and conducted usability tests.

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 Portal. Worked with **government stakeholders** and different user groups to **optimize inclusive design**
- Delivered responsive system (web/mobile) compliant with **WCAG** standards. **Increased System Usability Score from 58 to 85 (25th to 96th percentile)**

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 and review platform, **resulting in over 140K registered users within two years**
- Conducted research, hosted co-design workshops, and developed core flows and design systems through rapid iteration with the cross-functional team

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

Jun. 2022 / Hsinchu, Taiwan

SKILLS

Design

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 Effect

Python

Unity / C#

Sketching / Storyboarding

Physical Prototype

Arduino

3D Printing / Laser Cutting