

Alex(Tze-Yu) Chen

Product Designer with 4+ YOE designing scalable solutions with a research-driven approach across fintech, healthcare, and start-ups

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EXPERIENCE

UX Designer & Researcher / Prosocial Computing Group, UW

Aug. 2023 – Present / Seattle, WA, US

- Designed an AI-powered system transforming research papers into understandable formats for designers. Prototyped a web-based system with GPT-4
- 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

- Led the end-to-end process from research to design system, **increasing the feature's monthly active users by ~700%**. Drove the project direction for the redesign of Taishin Bank's credit card reward system (impacting 3M+ users).
- Created Hi-Fi prototypes to **align stakeholder visions and support developer handoff**. Facilitated co-creation workshops for the cross-functional team to improve the team's user understanding, ideation, and decision-making

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 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)

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 government stakeholders and different user groups to learn about the complex daycare. **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 and review platform, **resulting in 140K+ registered users within 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