

Alex Chen

Seattle, WA / Open to relocation

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Portfolio: byalexchen.com

Product Designer with 4 years of experience designing scalable & inclusive solutions for fintech, healthcare, and start-ups with a research-driven approach. 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 LLM pipeline that turns academic research into insights for designers, published at DIS '22. Prototyped and iterated the system via 19 evaluation sessions.
- Identified design guidelines for an AI-powered evidence-based policymaking tool by leading study design and 16 interviews with policymakers and researchers in WA
- Designed a customized map feature for Project Sidewalk, an accessibility data platform. Improved efficiency of data labeling tasks for crowd 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 accessibility (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 Design / 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#