

# Alex Chen

Seattle, WA / Open to relocation

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Portfolio: [byalexchen.com](http://byalexchen.com)

Product Designer with 4+ years of experience building scalable B2B and B2C products with a focus on delight and simplicity. I've led both 0-to-1 launches and iterations on mature systems across fintech, healthcare, and AI.

## EXPERIENCE

### UX Designer & Researcher

*Prosocial Computing Group,  
University of Washington*

08/2023 - Present

- Turned research papers into actionable insights for designers with an AI tool (published at DIS '22 conference). Prototyped and iterated the system through 19 evaluation sessions
- Led an AI policy study. Set protocols and interviewed 16 policymakers and researchers
- Improved engagement of data labeling tasks by designing a customized map feature on Project Sidewalk, an accessibility data platform, for crowdworkers in 11 cities worldwide

### UX Designer

*BORING Design Lab*

10/2022 - 05/2023

- Drove a 7x increase in monthly active users by redesigning the mobile credit card rewards feature in a financial super app used by 3+ million users. Led the end-to-end design process, from research and IA to user flows, design systems, and motion design
- Streamlined ad asset production by designing the user flow for an AI image generation tool
- Aligned stakeholder vision and supported developer handoff by evaluating tech feasibility, creating hi-fi mockups, and facilitating co-creation workshops for the cross-functional team

### Research Assistant

*Mobile & Ubiquitous Interaction Lab*

10/2019 - 12/2022

- Received honorable mention for the Best Paper Award at CHI '22 conference for a mixed-methods study on the optimal chatbot guidance system in human-AI interaction
- Improved campus navigation for students with accessibility needs by designing and developing a mobile accessibility map. Led iterative design and a longitudinal study

### UX Fellow

*Office of the Digital Minister (Taiwan)*

07/2021 - 08/2021

- Raised the SUS from 58 to 85 (25th to 96th percentile) through an end-to-end, mobile-first redesign of Taipei's Daycare Portal, ensuring WCAG-compliance for 2K+ new users annually
- Defined project scope and led key design decisions with government stakeholders, including executives, aligning user needs with stakeholder goals and constraints

### Founding UX Designer

*Horizone Studio*

07/2020 - 11/2020

- Drove product growth to 140K+ users and 6K+ clinics by leading the 0-to-1 design of Taiwan's first dentist reservation platform for a B2B healthcare startup. Designed core user flows, design system, and user interfaces
- Informed service design and feature prioritization with insights gathered from surveys, interviews, and a 30-person workshop with dental professionals

## 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

User Flows / 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 / Adobe Creative Suites (Photoshop/Illustrator/After Effects/Premiere)  
Sketching / Storyboard / Video Editing / Frontend (HTML/CSS/JavaScript) / Unity / C#