

# Alex(Tze-Yu) Chen

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

- Studied Human-AI interaction to determine the optimal timing and principles of providing guidance for chatbot users. 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 (Mobile/Desktop)

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