JIA CHEN

User Experience Designer

I am a cross-disciplinary designer skilled at diverse areas, to solve problems with design thinking, understand users and meet their requirements with empathy, deliver solutions with cross-disciplinary design knowledge.

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Working Experience

Architect, Nansha Original Design Enterprises 7/2016 - 8/2017
I was responsible to lead the design of a middle school, and experience the whole process from research,concept development, design delivery, and construction, being experienced in cooperation with clients and people from diverse disciplines.

Interior Intern, Cons Pros Atelier 6/2015 - 2/2016
I was responsible for the interior design of Ban Xiaoxue's flagship store to provide interactive shopping experiences for customers.

Education Experience

Master, User Experience Design 10/2018 - 10/2019
Loughborough University, England

Bachelor, Architecture 9/2011 - 6/2016
Guangzhou University, China

Skill

User Experience Design
User Interface Design
Service Design
Usability Testing
Product Design
User Research
Graphic design

Figma / Sketch / Adobe XD Protopie / Axure / Principle / Invision / Photoshop / Illustrator / Indesign / 3D modeling and printing software

Selected Projects Experience

NOOB (Product design, UI, UX design)
A smart photo frame providing families experience of planting their memory and grow their relationship. Conducted primary and secondary research. Performed interface design, interaction design, product design. Tested assumptions and concepts with numerous prototypes of varying fidelity.

PocketApp (UI, UX design, Teamwork)
A mobile App to enable Sainsbury's colleagues to answer customers' query confidently
Designed for real clients and cooperated with people from diverse backgrounds. Shared knowledge and help the team stand on the same page. Ideated and evaluated concepts. Developed and delivered according to the agile principle.

OMNI (Service design,)
A service to motivate senior citizen in the UK to maintain their health by doing social aerobic exercise. Conducted stakeholder mapping, journey mapping, co-design, and video prototyping. Created value proposition canvas, business model canvas, and service blueprint.

CeX redesign (E-comerce website, usability testing)
A redesign to improve the usability of CeX E-commerce website.
Evaluated the original website with performance matrics, eye tracking, satisfaction metrics, and heuristic evaluation. Conducted iterative and agile design in the redesign process.