



Hi, I'm Wei Lun Chen.

A designer/dev with a delicate tongue & outstanding cooking skills.

## EXPERIENCE

- **WeDesignFood** Amsterdam, Netherlands
  - Graduation intern, Sep. 2019 - Apr. 2020
  - Individually developed the initial brand communication strategy for Foodtrick, an emerging frozen food service system. Created brand positioning, images, icon and website
  - Brand development/Customer research/Website design
- **KLM Royal Dutch Airlines** Amstelveen, Netherlands
  - Service design intern, Mar. 2019 - Aug. 2019
  - Assisted service designers in the Customer Experience department within different projects: setting up research planning, facilitating creative sessions, and visualising customer journeys
  - Service design/Customer research/Customer journey
- **DFI-ITOX** Taipei, Taiwan
  - Intern, Sep. 2017 - Nov. 2017
  - Assisting project managers to proceed project planning, marketing planning and data visualisation
  - Project management/Visual design/Marketing planning
- **MOAI Electronics Corp** Taipei, Taiwan
  - Industrial Designer, Dec. 2015 - Dec. 2016
  - Designed the appearance of multiple electronic products, such as styluses and smart wearable devices
  - User research/3D modeling/Product development

## EDUCATION

- **Delft University of Technology**, Netherlands
  - Master of Science, Feb. 2018 - Apr. 2020
  - Industrial Design Engineering, Strategic Product Design
- **National Taiwan University of Arts**, Taiwan
  - Bachelor of Fine Arts, Sep. 2010 - Jun. 2014
  - College of Design, Department of Crafts and Design

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## PROJECTS WITH COMPANIES

- **Ultimaker** Be pioneering, Be adventurous,  
Oct. 2018 - Jan. 2019  
Create a strategic roadmap to discover the possibilities of 3D printing in the future
- **KLM Royal Dutch Airlines** We bring Europe to you  
Sep. 2018 - Nov. 2018  
Improve brand perception and foothold for KLM in the East Asian market
- **Vanderlande** VX-Vanderlande experience  
Nov. 2018 - Jan. 2019  
Created a strategy to assist Vanderlande to smoothly embed UX in their core value and future developing process
- **Philips** My health journey  
Apr. 2018 - Jun. 2018  
Created new brand positioning and marketing execution for a brand new health-surveillance platform

## OFFERINGS



### User research

Excellent in empathising user's need.  
Owning ability collecting qualitative and numerical data and interpreting results.



### Visualisation and prototyping

Being competent in visualisation, creating and prototyping digital products, by using various tools

Adobe creative suites Sketch Figma Invision



### Front-end technique

Acquiring fundamental front-end knowledge

HTML CSS SASS Javascript React.js

## LANGUAGES

- Mandarin Chinese - Native
- English - Advanced (IELTS 7.5)
- Dutch - Beginner (A1)