



Hi, I'm Wei Lun Chen.

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

+31 620453296
aus0203@gmail.com
<https://www.linkedin.com/in/wei-lun-chen/>
<https://www.weivisualist.com/>

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

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)