

# Canace Chen

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## WORK EXPERIENCE

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### George P. Johnson UK

2023-2024

Junior Creative Technologist

London, United Kingdom

- DP World at COP28 UN Climate Change Conference 2023 (Dubai, UAE)
  - Engineered the user journey for Global Cafe, a pivotal project at COP28, ensuring alignment with client's sustainability goals and attracting diverse attendees. Applied analytical insights to design a scalable framework later repurposed across multiple events, improving sustainable footprint by 40% and reducing project costs by 35%.
  - Designed the interaction and refined the user journey for Solar Mama, focusing on creating intuitive user journeys for off-grid communities; improved experience completion rate by 25%.
  - Directed the ideation and user interaction for Coral-Vita, informing the creation of a compelling call to action, driving a 30% increase in user comprehension of coral reef restoration processes.
- Cisco at Cisco Live 2024 (Amsterdam, the Netherlands)
  - Conceived and constructed the Cisco Networking Cloud Puzzle, which saw 300+ on-site player participants, including game design, UI, testing, and on-site execution at Cisco Live 2024.
  - Led the Cisco Live Circuit Challenge, driving ideation, interaction design, and testing while coordinating clients, suppliers, and cross-functional teams; the activation became one of the most visited experiences at Cisco Live 2024.
- Starbucks at Starbucks Alshaya MENA Launch 2024 (Dubai, UAE)
  - Conceptualised and built three distinct sensor-driven systems for Powerful Plants, encouraging user interaction and deepening immersion. The installation won Bronze for Best Experiential at The Drum Awards.
  - Integrated detailed user journey mapping to improve sensor system design for Regional Routes, a tabletop interactive experience with sand projection. Smoothly merging local history and culture with technology.
- Booking.com at Click.24 (Amsterdam, the Netherlands and Miami, USA)
  - Mapped out user journey for 'Make a Splash', conducting A/B testing on design variations. Leveraged immersive projections to showcased client opportunities in a unique, memorable way.
  - Defined user flows and designed interactive games for the Sport Arena, highlighting client's partnerships and integrating active activities to enhance the experience.

## EDUCATION

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### University of the Arts London 2021-2025 (London, United Kingdom)

2021-2025

Bachelor of Science in Creative Computing (First Class Honours)

London, United Kingdom

- Programming & Technical Development: Python, Swift, JavaScript, HTML/CSS, Web/App Development, Physical Computing, Creative Coding
- UI/UX: Human-Computer Interaction, UX Research, Universal Design, Accessibility, Prototyping, User Journey
- Data: Data Scraping, Data Processing, Data visualisation, Big Data Analysis
- Machine Learning/AI: TensorFlow, Keras, Neural Networks, Generative AI, AI Ethics

## SKILLS

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- **Computing:** Python, JavaScript, Swift, Processing, Arduino, Raspberry Pi, Strudel, HTML5, CSS
- **Digital graphics:** TouchDesigner, Adobe Suite (Photoshop, Illustrator, After Effect), Figma, Intuiface
- **3D:** Matrix 9, Rhino, Blender, Unreal Engine, VR, AR, XR, 3D Printing
- **Languages:** English, Chinese (Mandarin)