

# Claire Chen

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clairecyu.github.io

## EDUCATION

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**University of Pennsylvania**, Philadelphia, PA

August 2015 – May 2019

- Bachelor of Arts in Cognitive Science, Fine Arts
- Cumulative GPA: 3.94/4.00
- Honors: Summa Cum Laude, Member of Phi Beta Kappa, Penn Dean's List 2015 - 2019

## WORK EXPERIENCE

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**Adobe Inc.**, San Francisco, CA

July 2019 – Present

*Associate Consultant & Product Owner*

### Responsibilities

- Define project roadmap and implementation strategies based on project scope and clients' business requirements.
- Design site architecture, assets taxonomy, and metadata properties that optimize content search and management.
- Own and manage sprint planning, agile story backlog, feature documentation and testing.
- Capture accessibility requirements for UI components to guide the product development process.
- Lead backlog grooming and demo sessions with clients to ensure product features are designed as expected.

### Project Experience

- Developed customized AEM platform for the telecommunications client, delivering over 50 UI components, full eCommerce integration, and enhanced assets taxonomy that streamlines the marketing materials creation process.
- Launched new branding guide and 25 websites (30,000+ pages) for the state government client, creating a unified user experience across different state departments.
- Rebranded the financial services client's website with modern, accessible front-end design, along with a library of 29 custom UI components and 15 distinct page templates that enable efficient, code-free website updates.
- Customized AEM to be a headless CMS for the mass media corporation client to store and deliver content to different streaming and webpage services.

**Penn Design**, Philadelphia, PA

September 2016 – May 2019

*Digital Designer*

- Delivered marketing strategies and branding materials for local businesses, including but not limited to Rebel Ventures, The Stuart Weitzman School of Design, Philadelphia Center of Innovation, Penn Museum, and etc.
- Designed posters, brochures, and other advertising assets for the University of Pennsylvania Student Union.
- Produced UX mockups for websites and built sample art portfolio sites using HTML, CSS, JavaScript.

**iD Tech**, Seattle, WA

June 2018 – August 2018

*Assistant Director*

- Managed daily operation by creating and implementing work schedules, delegating roles and responsibilities, and making programming changes based on staff and student feedback.
- Planned student-faculty bonding activities and managed budget for special events.

**Etonkids Educational Group**, Beijing, China

May 2017 – July 2017

*Research & Development Intern*

- Compiled and presented comprehensive competitor analysis report for leadership by conducting research on bilingual education programs in China and their curriculum models.
- Organized marketing campaigns and partnership with local businesses to promote Etonkids's business presence.

## SKILLS

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- *Computer Science*: Proficient in Java, HTML, CSS, JavaScript, SQL, Regex, and Data Structures and Algorithms
- *Design*: Advanced in Adobe XD, Photoshop, Illustrator, InDesign, Premiere, After Effects, Harmony, Maya
- *Product Management*: Proficient in software development methodologies & life cycle, Jira, WCAG