

KoWei Chen

kenchendesign.com

kowei.y.chen@gmail.com

EXPERIENCE

UX Specialist & Design Strategist

Artfuse | SEP 2016 - Present | Syracuse, NY & Remote

- Developed creative strategy and design research plan for [Artfuse](#), a social media and networking platform for creative professionals.
- Created a minimal viable prototype that successfully communicated the core value offering based on the insights from design research.
- Created pitch deck and UI mockups that helped Artfuse reach the finals of [eBay and GriffinWorx Accelerator Startup Cup](#), gain acceptance to Founder's Institute, and close seed-round funding.

UX/UI Designer

CM2 | JUN 2018 - APR 2019 | Remote

- Designed and implemented [landing page](#) with Bootstrap, HTML, and CSS.
- Designed and developed CM Square Investment Platform with the focus of creating a playful yet user-centric experience that makes real-estate investing more approachable.
- Developed the brand and image style guide. Designed a wide range of marketing materials from social media banners to promotional prints.

Product/UX Intern

Perpetual | JUN 2016 - AUG 2016 | New York, NY

- Developed user interview scripts and conducted usability testing on prototypes.
- Designed landing pages and Open edX platforms UI for the non-profit Families First and universities such as Iowa State University and African Leadership University.
- Chosen by management to interact with clients as a result of quickly learning agile development and project management processes.

EDUCATION

Syracuse University

Industrial and Interaction Design (B.I.D) | Class of 2017

Whitman School of Management,

Marketing Minor

Syracuse University London Program,

Spring 2016

SKILL

Design

Design Research, Agile Development, Design Strategy, Service Design, User Experience Design, User Interface Design, Interaction Design, Product Design, Visual Communication, New Product Development.

Software & Programming

HTML, CSS, Java Script, Python, InDesign, Illustrator, Photoshop, Sketch.

Language

Fluent in English, Mandarin, and Taiwanese. Basic understanding of German and Spanish.