

# KoWei Chen

kenchendesign.com

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## EXPERIENCE

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### Account Executive

ChingFa Fishing Implements Ltd. | AUG 2018 - AUG 2020 | Pingtung, TW

- Reduce miscommunications between sales and manufacturing staff
- Managed Australia, Canada, and Europe aquaculture market accounts and achieved over 2 million USD annual sales
- Conducted client visits to learn about and satisfy their needs. Conducted in depth market research to find new business opportunities.

### 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 communicated the core value offering of the platform within 4 months based on the insights gathered from design research.
- Created pitch deck and UI mock-ups that helped Artfuse reach the finals of [eBay and GriffinWorx Accelerator Startup Cup](#) and gain acceptance into Founder Institute.

### UX/UI Designer

CM2 | JUN 2018 - APR 2019 | Remote

- Designed and developed [the company landing page](#) with Bootstrap, HTML, and CSS.
- Designed the UX/UI of CM2 Investment Platform from concept to front-end development with the focus of creating a playful yet user-centric experience that makes real-estate investing more approachable for everyday users.
- Developed and created the brand and image style guide. Designed a wide range of marketing materials from social media banners to promotional advertisements.

### Product/UX Intern

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

- 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

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### 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

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### Design

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

### Software & Programming

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

### Language

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