

KoWei Chen

kenchendesign.com

kowei.y.chen@gmail.com

EXPERIENCE

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 | 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 [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

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

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

Software

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

Language

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