

# KOWEI CHEN

kenchendesign.com

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## 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

## EXPERIENCE **UX Specialist & Design Strategist**

Artfuse | SEP 2016 - Present | Syracuse, NY

- Developed creative strategy and design research plan for Artfuse, a social media platform for creative professionals.
- Created a minimal viable prototype that successfully 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.

### **Product/UX Intern**

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

- Designed landing pages and user interface for the Open edX platforms of Iowa State University and Families First.
- Chosen by management to interact with clients as a result of quickly learning the agile project management process.
- Completed a user experience and interface design for a task management system for African Leadership University in only seven days.

### **Product Design Intern**

C-Cubic Design | JUN 2015 - AUG 2015 | Kaohsiung, Taiwan

- Conducted market research on portable automobile battery chargers and developed sketches and renderings in collaboration with senior designers.
- Played a key role in the design of medical devices, automotive accessories, and the user experience of a smart utility box.

### **Furniture Design Intern**

Taiwan Order Furniture Corp. | JUN 2014 - AUG 2014 | Taipei, Taiwan

- Discovered a gap in the current product line and designed a furniture series to take advantage of the specific opportunity present in the marketplace.
- Met weekly with manufacturing, and marketing departments to discuss financial, and feasibility aspect of the design.

## SKILLS **Design**

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

### **Software**

After Effects, Axure, CSS, HTML, Python, InDesign, Illustrator, Sketch, KeyShot, Principle, Photoshop, Rhino, Sketch, Solidworks

### **Language**

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

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## 教育

雪城大學 Syracuse University

工業與互動設計主修 (B.I.D) | 2017年畢業

惠特曼管理學院 Whitman School of Management, 營銷管理副修

雪城大學倫敦學程, 2016年春季

## 經驗

UX和創意策略設計師

Artfuse | SEP 2016 – 現在 | Syracuse, New York

- 為Artfuse, 創意專業人士的社交媒體平台, 制定創意策略和設計研究計劃。
- 根據從設計研究中收集到的見解, 設計MVP, 在4個月內完成傳達平台的核心價值產品。
- 設計UX/UI的原型, 幫助Artfuse進入 eBay & GriffinWorx Accelator 的決賽。

產品設計實習生

Perpetual Solution | 2016年6月 – 2016年8月 | New York City, New York

- 為University of Iowa和Family First的Open edX平台設計登錄頁面和UX/UI。
- 由於快速學習敏捷軟體開發流程及項目管理, 主管賦予與客戶互動的責任。
- 僅用7天就為African Leadership University的課程管理系統完成UX/UI設計。

產品設計實習生

C-Cubic設計 | 2015年6月 – 2015年8月 | 高雄, 台灣

- 與攜帶式汽車充電器進行市場調查, 並與資深設計師合作開發設計和render。
- 協助設計醫療設備, 汽車配件以及智能電箱的用戶經驗及介面。

家具設計實習生

台灣歐德傢俱集團 | 2014年6月 – 2014年8月 | 台灣, 台北

- 研究目前產品線與市場需求的差距, 並設計了系列家具滿足淺在市場機會。
- 每週與營銷和市場部門會面, 討論設計的財務和生產可行性。

## 專長

設計

敏捷軟體開發, 使用者研究, 設計策略, 服務設計, 用戶體驗設計, 用戶界面設計, 視覺溝通。

軟體

After Effects, Axure, CSS, HTML, Python, InDesign, Illustrator, Sketch, KeyShot, Principle, Photoshop, Rhino, Sketch, Solidworks

語言

精通英文, 普通話和台灣文。對德語的基本理解。