KOWEI CHEN

kenchendesign.com   kowei.y.chen@gmail.com

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/UI Designer

CM2 | JUN 2018 - Present | Taipei, Taiwan

- Designed and implemented the current responsive company website utilizing 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.

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 assisted Artfuse reach the finals of eBay and GriffinWorx Accelerator Startup Cup and graduate from Founders Institute.

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, Families First, and African Leadership University
- Chosen by management to serve as project manager as a result of quickly learning the agile project management process.

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.

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.

KOWEI CHEN

kenchendesign.com kowei.y.chen@gmail.com

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/UI設計師

CM2｜JUN 2018 – 現在｜台北，台灣
- 使用Bootstrap，HTML和CSS設計和完成當前響應版公司網站。
- 設計了CM2投資平台的UX/UI，負責從概念發展到前端開發，設計重點位創造一個有趣，友善並以用戶為中心的用戶體驗，使房地產投資更加平易近人。
- 開發並創建了品牌和形像風格指南。 設計了廣泛的營銷材料，從社交媒體橫幅到促銷廣告。

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。

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，普通話和台語。對德語的基本理解。