

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 for Artfuse, a social media platform for creators.
- Developed and executed design research plan to empathize with its target audience and understand their needs and wants.
- 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.

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.