

# KoWei Chen

kenchendesign.com

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## EXPERIENCE

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### UX Specialist & Design Strategist

Artfuse | SEP 2016 - Present

- Developed creative strategy and design research plan for Artfuse, a social media and networking platform for creative professionals.
- Created a minimal viable prototype that successfully communicated the platform's core value offering based on the insights from design research.
- Created pitch deck and UI mockups that helped Artfuse reach the finals of eBay and GriffinWorx Accelerator Startup Cup, gain acceptance to Founder's Institute, and close seed-round funding.

### Account Executive

ChingFa Fishing Implements Ltd. | AUG 2018 - AUG 2020

- Managed over 20 clients in Australia, Canada, and Europe markets and achieved over 2 million USD annual sales.
- Improved UX of the internal order system to efficiently organize client data and reduce miscommunications between the sales and manufacturing departments.
- Conducted client visits to learn about and satisfy their needs. Conducted in-depth market research to find new business opportunities.

### UX/UI Designer

CM2 | JUN 2018 - APR 2019

- Designed and implemented landing page with Bootstrap, HTML, and CSS.
- Designed and developed CM Square Investment Platform with the focus of creating a playful yet user-centric experience that makes real-estate investing more approachable.
- Developed the brand and image style guides.
- Designed a wide range of marketing materials from social media banners to promotional

### Product/UX Intern

Perpetual | JUN 2016 - AUG 2016

- 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, Interaction Design, New Product Development, Product Design, User Experience Design, User Interface Design, Visual Communication

### Software

Figma, Illustrator, InDesign, InVision, Photoshop, Sketch

### Programming

CSS, GitHub, HTML, Java Script, Python

### Language

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