

# 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 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.

### **Furniture Design Intern**

#### **Taiwan Order Furniture | Summer 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.