

/* S D CHEN */

✨ DESIGNER AT BNZ DIGITAL ✨

🖥 SERENA.NZ 🖥

// Current

- ▶ Building design systems for BNZ Digital; making our visual, information architecture, interface and interaction designs Make Sense
- ▶ Designing and building a Styleguide + CSS framework + React component library for our Internet Banking application (with the intent on expanding this so it can be consumed by all other BNZ Digital properties)

// Past

Bank of New Zealand (2014–present)

- ▶ Restructured, redesigned new permissioning system for BNZ's notoriously complex Internet Banking for Business
- ▶ Design (UX, UI, Interaction): new website (<https://www.bnz.co.nz>)
- ▶ Design (UX, UI, Interaction, Visual): new locator site (<https://www.bnz.co.nz/locations>)
- ▶ Quick and dirty implementation of our forums (in <1 month) (<https://community.bnz.co.nz>)

Vaer Consulting (2014)

- ▶ Optimised designs and performance for clients' WordPress sites
- ▶ Mitigated a malicious attack, fixed security holes and educated client on good security practices

Berkeley Student Cooperative (2012)

- ▶ Rearchitected the IA of their main site for better usability and experience

// Pet Projects

Chrome extension: tabsleeper (tabsleeper.com)

- ▶ Lightweight tab management with [@glsignal](https://twitter.com/glsignal)

Podcast: Things of Interest (thingsofinterest.co)

- ▶ Feminist nerdery with [@sophiafrentz](https://twitter.com/sophiafrentz)

Magazine: HVNGRY (hvngry.com)

- ▶ An online mag for teen girls (and boys) wanting more from mainstream media. Power, passion, and taking over the world.

Article: Visual Design is the Last Part (uxdesign.cc)

- ▶ Thoughts on digital design, leveraging frameworks, and people as toolkits

// Education

University of California, Berkeley (2012)

University of Otago (2010–2013)

- ▶ Bachelor of Science with **First Class Honours in Physics and Mathematics**

// The Rest

- ▶ References on request
- ▶ Talk to me about CSS architecturing!
- ▶ Talk to me about design thinking + product strategy!
- ▶ Only talk to me about physics if you're prepared to be disappointed about time travel and warp drives ͇_(ツ)_/͇