

CV | Angel Coco Chen

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Skills

- Cross-functional collaboration and strong communication across different stakeholders: engineering, customer support, compliance/legal, marketing, business operations
- Lean software development

Tools & Frameworks

- Software development: Git, HTML, CSS, Javascript, ReactJS, React Native, Styled Components, VSCode. Working knowledge of Typescript, NodeJS, PostgreSQL, Docker
- Design and prototyping: Figma, Sketch, Miro, Invision, Framer, Whimsical, et al.
- Knowledge and miscellaneous: Notion, Airtable
- Project management: JIRA, ZenHub, Trello

Experience

MAR 2020–PRESENT

Cazoo, United Kingdom • *Product Designer*

- I'm part of the Customer Care team, whose goal is to enable our customers to manage their car purchase and related activity like financing, part exchange, returns, refunds, and more.

JAN 2018–SEP 2019

TenX, Singapore • *Software Engineer*

- Owned Amplitude analytics instrumentation: designed event taxonomy and implemented in TenX Wallet mobile app (React Native and Typescript)
- Owned and led the inception, development and launch of a new internal tool (web app called Moonbase) to support operational needs for TenX Wallet mobile app and relaunch of TenX Card debit card. It handles KYC, managing customer accounts (verification, debit cards, cryptocurrency wallets and transactions), card order and fulfilment, payments ops
- Researched and defined product processes/flows, collaborating with Wallet product team and stakeholders across all functions like customer support, compliance, payment ops, card ops, et al
- Designed and implemented access control model to meet compliance and auditing needs
- Designed and built Moonbase frontend using Javascript, ReactJS, Redux, Apollo, Styled Components). Deployed with Concourse CI, Google Cloud Platform, Nix and Kubernetes
- Did internal user research by conducting interviews and contextual inquiries, running workshops, and usability testing
- Owned and managed delivery: releases, defining user stories and acceptance criteria, running sprints and retrospectives etc

DEC 2017–JAN 2018

Finaxar, Singapore • *UX/UI Developer*

- Kicked off product development by running workshops to define our business context: market gap and solution, competitors/competing solutions, definition of success, creating business model canvas, exploring our customer's jobs to be done and ideating potential solutions
- Contributed to defining concepts for domain model
- Designed and developed user interface for a web app for B2B clients of receivable financing product, partnered with another frontend developer, using Javascript, ReactJS, Redux, Apollo, SCSS
- Helped with project management, set up and maintained project management tools

- Documented process flows for business operations, created and maintained internal product wiki
- Updated brand identity, created and maintained brand guide, and produced collateral like business cards, event standee, brochure, print ad.
- Helped with marketing by making product video, working on website, assisting with copywriting

MAR 2016–MAY 2016

Fitness Ration, Singapore • *Product Designer*

- Designed new order and checkout flow
- Worked on internal admin panel to support new operations goals
- Revamped website to improve information architecture
- Updated brand identity, created a brand guide, designed new product packaging and staff uniforms

JAN 2016–MAR 2016

Standard Chartered Bank, Singapore • *UI Consultant*

- Worked on OneCDD department's internal enterprise suite for project management, which utilises a diverse range of productivity components
- Designed new user interfaces for dashboards and data presentation elements, re-structured site navigation

JAN 2016–MAR 2016

NUISANCE LABS, Singapore • *Co-founder*

- We designed brands, digital products, and events
- In collaboration with SingJazz club, we ran a monthly series of paid independent music shows called NUISANCE Underground, featuring themed sessions of acoustic, hardcore, and rock performances that also involved creative collaborations with artists (zines, video art, crafts and more)

OCT 2014–AUG 2015

Inlinex • *Graphic Designer*

- Produced print & digital marketing collateral: product images, website banners, store signage, standees, flyers, lesson handbook, etc), copywriting
- Worked on Inlinex's own Arc Gear brand of protective skate gear: reworking branding, product catalog photography, designing patterns for the gear products, and creating marketing collateral for web

Education

2010–2014

LASALLE College of the Arts, Singapore - *Diploma in Design Communication*