

IVORY CHIEN

UI/UX DESIGNER

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After 8 years as a graphic designer, I shifted my career to UI/UX design due to the pandemic and my involvement in a tech startup and my own business. I realized that becoming a product designer would benefit my new role and I enjoy seeing projects through from start to finish. Check out my portfolio for more on my journey.

IVORYDIGITALHUB

FOUNDER

MAR 2021 – PRESENT

- Founded IvoryDigitalHub and championed all aspects of the business, from product development to marketing and business operations.
- Revolutionized the marketing strategy and achieved a remarkable 4.4% conversion rate, resulting in a staggering 2880% increase in online store visitors within a mere six-month period.

WEWAVE APP

LEAD UI/UX DESIGNER

MAY 2021 – JUL 2022

- Directed the design team in creating the user interface for both desktop and mobile web platforms, while actively collaborating with cross-functional teams to incorporate valuable user feedback into the final product.
- Prioritized product roadmap with developers, aligning the product vision with the user needs and business strategy.
- Designed and launched the WeWave platform from scratch within 6 months, acquiring over 10,000 sign-up users.

UI/ VISUAL DESIGNER

FEB 2021 – MAY 2021

- Designed brand identity logo and developed design systems that aligned with the company's values and goals.
- Presented wireframe prototypes to stakeholders, incorporating feedback to refine designs and ensure usability.

FREELANCE

GRAPHIC DESIGNER

FEB 2017 – DEC 2019

- Collaborated with clients to understand their needs and delivered design solutions that met clients' objectives.
- Maintained effective communication with clients throughout the design process, incorporating their feedback and making revisions as needed to ensure their satisfaction with the final product.

IBENZER, INC

LEAD GRAPHIC DESIGNER

DEC 2015 – JAN 2017

- Led designed team of 4 to develop a brand new product and received CES innovation awards.
- Collaborated closely with marketing and supply chain teams to identify design requirements and provide design solutions that met company's vision.
- Trained and supervised multiple design inters, improving the overall design process and delivering consistent designs.
- Designed product cover photos and packaging to improve product sales, and reached best selling product on Amazon marketplace.

EDUCATION

B.A. STUDIO ARTS

University Of California
Santa Cruz

SEP 2018 – DEC 2019

CERTIFICATIONS

GOOGLE UX DESIGN

Google
DEC 2022

VISUAL ELEMENTS OF UI DESIGN

CalArts
SEP 2022

AWARDS

CES INNOVATION AWARDS

CES
JAN 2017

TOOLS

FIGMA

SKETCH

ADOBE XD

ADOBE INDESIGN

ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

ADOBE AFTER EFFECTS

ADOBE PREMIERE

CODING

HTML 5

CSS 3

JAVASCRIPT