

# Ivory Chien

UI/UX DESIGNER

[ivorychien.com](http://ivorychien.com)

[linkedin.com/in/ivory-chien/](https://www.linkedin.com/in/ivory-chien/)

[ishengcchien@gmail.com](mailto:ishengcchien@gmail.com)

(917)-250-3539

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## PROFESSIONAL EXPERIENCE

### Founder / Product Designer | IvoryCreations, LLC (IvoryDigitalHub)

Mar 2021 - Present

- Designed digital products for tablet, phone, and desktop devices, starting from concept to final release
- Implemented design systems and guidelines, ensuring consistency and scalability across all digital platforms
- Conducted user research and usability testing to inform product decisions
  - Developed an effective marketing strategy, which achieved an outstanding 4.4% conversion rate, resulting in a staggering 2,880% increase in online store visitors within a mere six-month period

### Lead UI/UX Designer | Liptalk, INC (WeWave App)

Feb 2021 - Jul 2022

- Led the design team to design a web-based fintech investing platform under Agile methodology
- Built a design system and UI component library, creating user interfaces and ensuring user experience across both web and mobile platforms
- Incorporated valuable user feedback into the final product by working closely with cross-functional teams
  - Launched MVP from scratch within 6 months, acquiring over 10,000 sign-up users
  - The final version was launched with a total growth of +1,167%

### Graphic Designer | Freelance

Feb 2021 - Jul 2022

- Collaborated with clients to understand their needs and delivered design solutions that met client's 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

### Lead Graphic Designer | iBenzer, INC

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 the company's vision
- Trained and supervised multiple design interns, 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

San Jose City College

Jan 2017 - Sep 2018

Queensborough Community College

Sep 2013 - Dec 2015

## CERTIFICATION

Google UX Design

Dec 2022

CalArts Visual Elements of UI Design

Sep 2022

## SOFTWARE

Figma, Sketch, Adobe Creative Suite, Webflow, Miro, Jira, HTML, CSS, JavaScript