

# IVORY CHIEN

## UI/UX DESIGNER

[Linkedin](#) | [ivorychien.com](#) | [ishengcchien@gmail.com](mailto:ishengcchien@gmail.com) | (917)250-3539

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  
IVORYCREATIONS, LLC

**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  
LIPTALK, INC

**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 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

### 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