



JIMMY CHEN

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QUALIFICATIONS

Adobe Photoshop



Adobe Indesign



Adobe Illustrator



After Effect



Figma



Sketch



Graphic Design



UI/UX Design



HTML



CSS



Javascript



OBJECTIVE

A position as a UX designer with a dynamic firm that allows me to utilize my unique abilities and advance my career.

EDUCATION

Academy of Art University, San Francisco, CA
Master of Fine Art, Web and New Media

Dec 2017

Academy of Art University, San Francisco, CA
Bachelor of Fine Art, Interior Design

Dec 2014

University of California Berkeley, Berkeley, CA
Summer School, Exchange Student

2019

Guangdong University for Foreign Studies, Guangzhou, China
Studied in Finance for two years

Jun 2010

EXPERIENCE

Citigroup Services and Technology (China), Shanghai
Senior UI/UX Design Officer (C11) - FinTech

Jan 2022 - Now

(Key Projects: Scorecard - Observability dashboard, AMC web - KYC, BOMC - KYC)

- Received **Platinum award** of Scorecard and **Gold award** of BOMC in 2022 annual global assessment.
- Produced and managed the redesign of 3 internal dashboards.
- Collaborated with end users, business analysts, stakeholders and developers to gather, and understand business requirements.
- Initiated **UX agile workflow** for responsible work stream(s).
- Defined and implemented **UX metrics** to measure products' usability.
- Trained and mentored **30+ designers** on **information architecture, design strategy, UX research, UX best practices, and frontend knowledge.**

Silot.ai, Shanghai
UI/UX Designer - 2C, E-commerce & FinTech

Jun 2020 - Dec 2021

(Apps on Google Play: Pak Bos - Finance management, Kaya - eCommerce)

- Acquired over **2 million users** within 6 months after Kaya launched that was a top 10 IDN socail app on google.
- Leveraged user-centered design principles to create simple and intuitive user interfaces, and developed solutions for a range of products including **finance apps, e-commerce platforms**, and websites.
- Led initiatives to define guidelines and consolidated **design systems** across various products.
- Led UI UX design, in a 3 people team by creating concepts, visual mockups and specifications and presenting designs to the product team.
- Conducted a pilot study on **Indonesia's social commerce** and **online/offline payment** landscape.
- Obtained **user data** with analytics reporting and leverage that data to create iterative improvements.
- Collaborated with product managers to define product requirements and road map, and to iterate products through user interview and usability test.
- Facilitated design implementation via **CSS and HTML.**

H.W.C.D, Shanghai
Senior Interior Designer - Residential, Commercial

Oct 2018 - Mar 2020

Applegate Tran Interiors, San Francisco, CA
Junior Interior Designer - Residential

Jun 2014 - Dec 2015

PROJECT EXPERIENCE

- **Comoco.xyz (NFT, NFT derivatives trading & IP licensing platform)**, UI/UX, Palo Alto
- **Mest.io (Blockchain analytics tool)**, UI/UX, Shanghai
- **Lailedc.art(Digital Collectibles H5 app)**, UI/UX, Shanghai
- **PwC - Farmer&Novetech WebApp (Monitor Dashboard)**, UI/UX, Shanghai

- **LOOP - NCBA Bank MobileApp**, UI/UX, Shanghai
- **ZHITI - Smart Meat Thermometer APP**, UI/UX, Shanghai
- **31 New Bund (Mini Program)**, UI/UX, Shanghai
- **HOANT KWOK (eCom Website)**, Front End - html&css& jquery&php, San Francisco