Lexie Chen

Seeking an intership opportunity as a **UX/UI** designer

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EXPERIENCE

Jiangsu Broadcasting Corporation
Digital Product Designer

Mar 2013 - Apr 2015
Nanjing, China

- Collaborated with inter-departmental teams to design and develop Litchi News(mobile app) and other digital products, including developing visual and interaction concepts, creating the storyboard, designing the UI elements, and making the prototype for the app
- Designed and developed multimedia projects on JSTV.com and Litchi News
- Worked as a content strategist to optimize user experience of different digital media projects

PROJECTS

Litchi News (mobile app)
https://itunes.apple.com/app/id623103682

- Responsible for field research and analysis of competitors
- Collaborated with cross-functional teams to conduct user research, identify user patterns, and establish feature definition
- Produced visually dynamic reports for each phase in the research, analysis, and design process
- Designed user flows and task flows of the app
- Collaborated with the designers in designing prototypes of the app
- Conducted usability testing for different versions of the app
- Analyzed data gathered from one-on-one interviews, surveys, and user testings

Update of the JSTV Website
http://www.jstv.com

- Evaluated usability of the original JSTV website by using well-defined heuristics
- Built the information architecture of the original site map and a revised one
- Created wireframes and prototypes of the revised website
- Collaborated with other designers to design a style guide that specifies color and icons for the website

Interactive Map about Documentary Filming
http://hudong.jstv.com/ucmap/defaultNew.aspx

- Collected and edited news stories of the filming process of Another China You May Not Know
- Designed the user interface and experience elements
- Collaborated with engineers to visualize the map by Baidu Map API, HTML5, and CSS3

EDUCATION

University of Washington
Master's Degree, Digital Media

Sep 2015 to Present
Seattle, WA

Main Courses:
- Foundational User Centered Design Methodologies
- Advanced User Research and UX Strategies

Achieved knowledge and skills about interaction design fundamentals, user-centered research and evaluation, and programming usable interfaces.

London School of Economics and Politics
Master's Degree, Empires, Colonialism, and Globalization

Sep 2011 to Dec 2012
London, UK

Nanjing University
Bachelor's degree, History

Sep 2007 to Jun 2011
Nanjing, China

SKILLS

User Research	Wireframing
Interaction Design	Prototyping
Project Management	User Testing
Interface Design	Flow Diagraming
Heuristic Evaluation	Site Mapping

TOOLS

Sketch 3	Premiere Pro
Photoshop	Omnigraffle
Illustrater	Muse
InDesign	Tableau Public
Axure	

PROGRAMMING

- HTML 5
- CSS 3
- JQuery
- Python