



CHARLENE CHEN  
UI / UX DESIGNER



<http://luvblvogue.github.io/portfolio/>



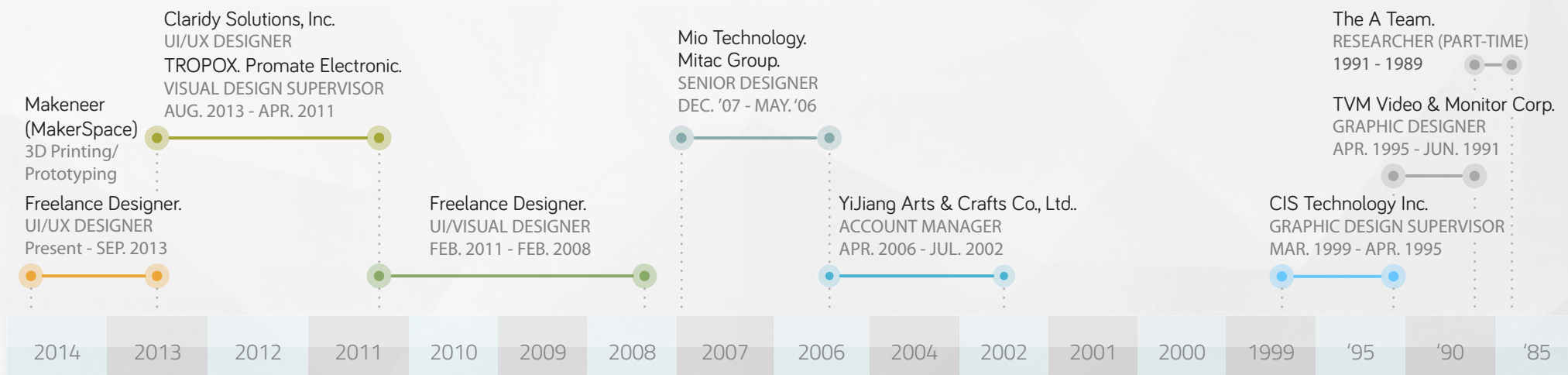
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## × RESUME

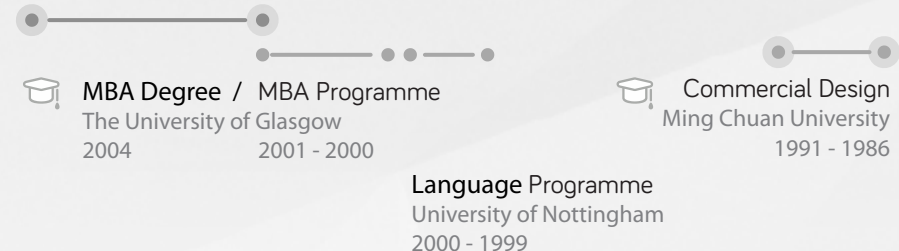
### PROFESSIONAL EXPERIENCE



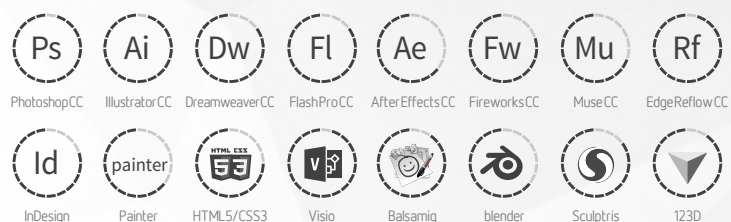
### TRAINING



### EDUCATION



### TECHNICAL SKILLS



### TOOLS



# X RESUME

## SUMMARY OF QUALIFICATION



- Creative UI/UX designer with 5+ years of experience working in New Product Development and major projects.
- Co-leading projects from UX design perspective; Integrating UX design into the Agile development approaches, collaborate with Scrum and cross-functional teams.
- Commercial Design with MBA background. Creative thinking with strong conceptual and management skills. Proven abilities on a variety of creative concept, design, technical, and management levels.
- Over 10+years professional experience as a senior visual designer with strong design skills and solid computer skills. Strong, clean visual design sense in style, color, typography, and responsive design.
- Experience of Global brand implementation and Corporate Visual Identity projects with solid sense of branding design.
- Willing to continuously learn and grow. Quick to embark on the latest design trends and adopt new technologies.
- Extremely passionate about User-Centered Design and User Experience study, modular concept, 3D Printing, Maker Programme and learning.
- Ability to work independently as well as collaboratively in a team environment.

## PROFESSIONAL EXPERIENCE

FREELANCE DESIGNER      Makeneer (MakerSpace)      Present - Sep. 2013

UI/UX cases for Claridy; 3D prototyping for Yijiang & Makeneer.

Projects: iReserve App; Inventory Audit System, Self Checkin/out System, etc.

During the period, mainly focus on the field of Responsive UI/Web Design (RWD) techniques (Edge/HTML5 /CSS3) and 3D Printing/Modeling study.

UX & UI DESIGNER      Claridy Solutions, Inc.      Apr. 2011 - Aug. 2013

VISUAL DESIGN SUPERVISOR      TROPOX. Promate Electronic.      Apr. 2011 - Jun. 2011

RFID product and solutions provider. (Particular focus on Library and IOT solutions.)

Projects: Facility Reservation System for NLPI; Library Rooms and Seats Reservation system for NCTL(tphcc.gov.tw), NTPUL, etc. IDSmart iReserve System; RFID Inventory Audit System, RFID Self Checkin/out System; The Nationwide international spotlight project (/iTravel Project); ETNA coffee panel project; 6" Taptic Coffee panel project; etc.

Co-leading projects from UX design perspective; Integrating UX design into the Agile development approaches (AXD), collaborate with Scrum and cross-functional teams. Applied understanding of UX design process into product development life cycle, including: personas, user scenarios, brainstorming, concept, features, user flows, wireframes, interaction flows, HTML prototypes and testing, GUI and responsive UI design.

Collaborated with clients to define user requirements and business goals; Generating ideas to solve complex UX problems and translated the requirements into fully functional and usable design solutions.

Architect and simplify new user flows and user interfaces for the Library booking system; from concept to production, with the purpose of creating a user-friendly experience and improving communications.

Acquired guidance, insightful sharing, discussions, advice and suggestions from INSIGHT UXLab.

FREELANCE DESIGNER      Feb. 2008 - Feb. 2011

Graphic /UI cases for Yijiang, Mio, Panpatch, Promate etc.

During the period, mainly focus on the field of Multimedia Design and User Experience study.

SENIOR DESIGNER      Mio Technology. Mitac Group.      May. 2006 - Dec. 2007

PDA & Car Navigation device producer.

Projects: Mio new CIS/VI project, new product launch kit and intranet portal.

## EDUCATION

University of Glasgow (UK)

MBA Degree.      2004

MBA Programme.      2000 - 2001

Ming Chuan University

Commercial Design      1986 - 1991

## RECENT TRAINING

Certificate . 3D Characters Design      2012

Digital Post-Production / Motion Graphics Course      2011

Certificate in New Product Development Professional      2010

Certificate in Multimedia Design      2010

Certificate in Flash Lite Application      2007

Certificate in DW, FL, FW, Painter      2007

## COURSES

Design Management. Resource Analysis. Resource-Based Strategy.

Graphic Design. Visual Design.

Packaging Design. Advertising.

Color Theory & Application.

Product Design. 3D formation.

Business Research & Critical thinking.

Strategic Global Organisation.

Competitive Environment Analysis.

Strategic Marketing & Management.

## PERSONAL SITE

CV + PORTFOLIO

<http://luvblvogue.github.io/portfolio/>

# X RESUME

## SKILLS & TOOLS



- BRANDING & IDENTITY
- UI DESIGN
- UX DESIGN
- GRAPHIC DESIGN
- MOTION GRAPHICS
- 3D PRINTING & MODELING

User Requirements Definition  
Site map . User Flow (White Board, Post-it, Balsamiq, Visio)  
Wireframe. Rapid Prototyping. A/B Testing (Sketch, Balsamiq, DW)  
User Interface Design for Kiosk, Web, Mobile app (Ai, Ps, Fw )  
Responsive UI Design (Dreamweaver/ Edge Reflow/HTML5 / CSS3)  
Identity & Graphic design (Ai, Ps)  
Motion Graphics (Fl, Ae, An)  
Project Plan and Management (Trello, Post-it)

## PROFESSIONAL EXPERIENCE

Create Corporate Visual Identity Systems with clear guidelines and easy-to-use templates to ensure design consistency across all products & marketing materials; that has good balance to ensure consistency and increases efficiency, but is also flexible for localization.

Implemented and managed an intranet to serve as a company design resource center for regional designers and agencies using.

Co-work with Brand Manager, PR and creative agencies to effectively communicate the company's brand identity, CIS/VI project, campaigns and exhibition support.

### EARLY CAREER

ACCOUNT MANAGER YiJiang Arts & Crafts Co., Ltd. Jul. 2002 - Apr. 2006  
Gifts, decorations & home products manufacturer.

Mainly focus on product development and sales & management for key accounts: Jo-Ann(USA), Li&Fung(HK/TW), Spirella(CH), etc. to build profitable business partnership. Main duties included customer demands identification, product design trends analysis, new product development plan, sample quote sheet and PO management, package design and exhibition support, etc.

GRAPHIC DESIGN SUPERVISOR CIS Technology Inc. Apr. 1995 - Mar. 1999  
Modem, Ethernet products, CD-R manufacturer.

Projects: OEM design projects handled for Compaq, NEC, Kingston etc.

Focus on OEM/ODM graphic design, packaging materials management, BOM set-up, project management, software instruction, exhibition support, internal coordination.

GRAPHIC DESIGNER TVM Video & Monitor Corp. Jun. 1991 - Apr. 1995  
Computer monitor manufacturer.

Main responsibilities: graphic design for marketing materials; exhibition support, competitors' materials analysis.

PART-TIME RESEARCHER The A Team. 1989 - 1990  
Market research via questionnaire, for usage behavior, preferences, perception and opinion.

## LANGUAGE



## LEISURE



## PERSONALITY

Personality type: INFP (MBTI® Types)

Introverted (I)	52%	Extroverted (E)	48%
Intuitive (N)	75%	Sensing (S)	25%
Feeling (F)	53%	Thinking (T)	47%
Perceiving (P)	70%	Judging (J)	30%

Idealistic, loyal to their values and to people who are important to them. Want an external life that is congruent with their values. Curious, quick to see possibilities, can be catalysts for implementing ideas. Seek to understand people and to help them fulfill their potential. Adaptable, flexible, and accepting unless a value is threatened.