KATHERINE CHEN

UX & Product Designer

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EXPERIENCE

UX Designer + Researcher // LA DIA Design LLC
Mar 2020 - Present • Los Angeles, CA

Researched and identified needs and pain points through user interviews and stakeholder talks for the niche space of an Asian American podcast. Developed key personas to drive design and development efforts. Created content inventory Airtable for website content strategy.

Product Designer // DrivenBI
Jun 2019 - Dec 2019 • Pasadena, CA

Developed wireframes, sitemap, and user flows to define new MVP product. Conducted qualitative research with target users and interviews with stakeholders to identify and prioritize issues. Drove the establishment of a collaborative design system for the design and engineering teams.

Designed in collaboration with engineers and a design team of two to create and iterate on UI screens using AGILE sprints. Created prototypes in preparation for user testing and engineering handoff.

Product Specialist // DrivenBI
Oct 2018 - Dec 2019 • Pasadena, CA

- Build proof of concept prototypes and design interactive BI dashboards based on client needs and requirements.
- Analyze client data, establish KPIs to monitor analysis, and provide strategic insights to drive client performance.
- Design marketing materials, create website design mockups, & monitor Google Analytics to increase customer engagement.

Product Development Coordinator // Minson Corporation
Dec 2015 - Sep 2018 • Montebello, CA

- Conducted product pricing and data analysis for all company products, spanning 5 programs across 4 product divisions.
- Coordinated product development projects between R&D, Logistics, Sales, and Marketing teams.

EDUCATION

DesignLab UX Academy
UX/UI Design Specialization
2019 - 2020

Washington University in St. Louis
BSBA in Marketing & Supply Chain
Minor in Communication Design
2011 - 2015

SKILLS

UX/UI Design

Wireframing	UI Design
Rapid Prototyping	Ideation
Interaction Design	Branding
Experience Flows	Storyboarding
Product Strategy	
Information Architecture	

Research

Usability Testing	User Interviews
Heuristic Analysis	Data Synthesis
Surveys	Concept Testing

Languages
English
Mandarin

TOOLS

Figma	Google Analytics
Sketch	InVision
Photostop	Marvel
Illustrator	Zeplin
InDesign	