Poyi Chen

Experience

Travana

Dec. 2015 – Present
San Francisco, CA.

Senior Product Designer

- Led the design of the online travel agency site Janbala.com
- Helped to build a team of 5 designers and develop design processes as well as style guides
- Created product requirements, wireframe mockups, and high fidelity interactive prototypes for various projects
- Worked directly with Director of Product and Product Managers to define and scope out product concepts

Science Exchange

July 2013 – Dec. 2015
Palo Alto, CA.

User Experience Designer

- Led the design of the Science Exchange's marketplace site and internal tools
- Created interactive wireframes, high fidelity visual designs, and product specs
- Developed and maintained company style guide
- Worked on a variety of print and digital marketing collaterals
- Lead usability analysis and conduct usability testing

IXL Learning

August 2011 – July 2013
San Mateo, CA.

User Interface Designer

- Designed the Language Arts learning product and the initial iPad application
- Designed wireframes and high fidelity mockups for various product features
- Collaborated with product managers and engineers to develop detail product specs

vChatter

March 2011 – August 2011
San Mateo, CA.

UI/UX Designer

- Led the design of the group video chat application with over 4 million registered users
- Produced wireframes, visual designs, UI specs, and product requirements
- Conducted usability testing and A/B testing

Piedmont Avenue Consulting

February 2011 – June 2011
Oakland, CA.

Graphic Designer (Contract)

- Designed and developed marketing web sites, facebook pages, ads
- Worked with marketing consultant to create print and digital marketing collaterals

Education

University of California Berkeley

B.A. Art Practice – 2011

Awards & Affliation

First Place – Standard Hasso Platter Institute of Design Hack.d
First Place – Bill & Melinda Gates Foundation/Facebook HackED
First Place – Startup Weekend Mobile
Design Lab Mentor, UX Academy

Skills & Tools

Product Design, UX, UI, Responsive design, graphic design, mobile design, usability testing, HTML, CSS, Javascript, Sketch, Photoshop, Illustrator, Invision, Axure, Git

Contact Info

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