

“ Designing meaningful interfaces for Web3, DeFi, and future tech.



## Yoona Chen

Product Designer

📍 Taipei, Taiwan (Remote)

💡 **8+ years experience** in Product UI/UX

🎨 **Skills:** Creative ideation, visual design & user-centered design

🛠️ **Tools:** Figma • Framer • Notion • Creative Cloud • Midjourney • Higgsfield • Google AI Studio • ChatGPT

💼 **Studio:** [Off-Office.co](https://off-office.co)

📁 **Portfolio:** [y00na.com](https://y00na.com)

🔗 **LinkedIn:** [linkedin.com/in/sc221](https://linkedin.com/in/sc221)

✉️ **Email:** [syuan.chen.221@gmail.com](mailto:syuan.chen.221@gmail.com)

## Work Experience



### Co-Founder Off-office

Nov 2023 - Present · Remote

- Partner with Web3 and tech founders to build brands and products from 0→1 — from identity to launch
- Lead end-to-end design across web, app, and marketing assets, ensuring cohesive visual systems
- Deliver scalable UI/UX and design systems for DeFi, NFT, and AI startups
- More: <https://off-office.co/>



### UI / UX Designer Binance

Jul 2021 - Nov 2023 · Remote

- Designed and launched key products across NFT, Web, Content, and App teams, driving both 0→1 and growth-stage initiatives
- Led the end-to-end design of Binance NFT and Binance Square, from concept to launch
- Contributed to the major redesign of Binance.com and optimized Convert and in-app user flows for



### UI/UX Designer Machi Originals Co.

Jul 2020 - Jul 2021 · Taipei, Taiwan

- Collaborated with founder Jeffrey Huang (Machi Big Brother) to design and launch multiple 0→1 social and content products
- Led full-scope design for social and podcast apps — from brand identity to UI/UX and launch assets
- Contributed to early Web3 initiatives including branding and UI for Cream Finance, an early DeFi lending protocol



### UI/UX Designer JOYSO

Jul 2019 - Jul 2020 · Taipei, Taiwan

- Designed web experiences for gaming and crypto-social features on the Joyso exchange platform
- Created marketing and media assets to support product campaigns and community engagement
- Collaborated with developers to ensure cohesive design implementation across web and interactive content



## Web Designer

Xforce

Oct 2018 - Jul 2019 · Taipei, Taiwan

- Official website's branding and visual style for the product.
- Website visual design and artistic layout design
- Event web pages, creating website activity pages, and producing game product pages.



## Web Designer

E-Century

Jul 2017 - Aug 2018 · Taipei, Taiwan

- Responsible for the visual design of the project website.
- Mobile device UI interface design.
- Large-scale website development and responsive web design (RWD) implementation.

## Side Projects



### UI / UX Designer

Ape Finance

2022

- Branding
- Website design
- Mobile device UI interface design.



### UI / UX Designer

Young man

2022

- Website redesign
- Responsible for the visual design of the project website
- Mobile device UI interface design.



### UI / UX Designer

MomentX

2021

- Web design



### UI / UX Designer

X.xyz

2021

- 0-1 UI/UX design
- Branding
- Website design



### UI / UX Designer

FnBase

2021

- 0-1 UI/UX design
- Branding
- Website design



### UI / UX Designer

TeachPlanner

2021

- 0-1 UI/UX design
- Branding
- Website design



### UI / UX Designer

Travatar

May 2020 - May 2021

- 0-1 UI/UX design
- Branding
- Manager design team (1-5 people)



### UI / UX Designer

Cream Finance

2020

- 0-1 UI/UX design
- Branding
- First DeFi Project



### UI / UX Designer

Blay

May 2019 - May 2020

- Blay Chat room UI/UX design
- Group chat
- illustrations

## Education

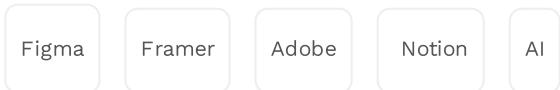


China University of Technology | Taipei.

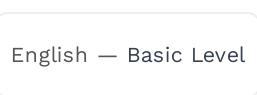
Department of Digital Multimedia Design.

2014 - 2017

## Skills



## Languages



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