

“ 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

 **LinkedIn:** linkedin.com/in/sc221

 **Email:** 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

- Figma
- Framer
- Adobe
- Notion
- AI

Languages

- Chinese — Native
- English — Basic Level