

# Wei-Hsin Chen

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Creative intelligence meets data-driven leadership: As an innovative UX Engineer and Tech Lead, I've devoted a decade to crafting intuitive, high-impact web marketing solutions for top-tier clients, including eight years focusing on Google's core products. My edge? Harmonizing design, data insights, and strategic engineering while leading diverse teams—from 3-person units to 8-member groups—across high-stakes projects.

## Areas of Expertise

### Front-End Development

- Design Systems
- Component-Based Architecture
- Performance Optimization
- UX/UI Prototyping
- Accessibility(a11y)
- Web Animation

### Software Development

- Web Technologies
- Software Design
- Microservice Architecture
- CI/CD
- Test-Driven Development (TDD)
- Software Development Life Cycle

### Leadership & Management

- Team Leadership & Mentoring
- Agile Project Execution
- Stakeholder Engagement
- Project Management
- Strategic Planning
- Cross-functional Collaboration

## Experience

**Huge (Google Embedded Team) – California**

**07/2016 - 04/2024**

**Roles:** Tech Lead (2020 – 2024), Senior Web Engineer (2016 – 2020)

Led and mentored cross-functional engineering teams in designing, developing, and delivering high-impact marketing web solutions for Google's core products. Spearheaded front-end solutions, improving user interfaces and experiences. Drove innovation, fostered continuous learning, and ensured adaptability to rapid technological shifts in web development.

### Key Achievements:

[Chrome Enterprise](#) & [ChromeOS](#) (07/2023 - 04/2024):

- Engineered a configurable design system using design tokens and CSS custom properties, reducing setup time by 60% across multiple projects.
- Developed a Figma-based Webpack plugin for automated style guide generation, doubling development velocity and reducing client review cycles from 5 days to 1 day.
- Constructed a React-inspired, reusable component engine in TypeScript/Python, improving interface coherence by 40% and boosting team productivity by 200%.

[Chromebook](#) (07/2019 - 07/2021):

- Directed a team of 3 engineers and 2 QA specialists, balancing workload and optimizing productivity.
- Led development of Perks Redemption SPA tool suite with Python microservice and CMS integration, increasing user engagement by 30%.
- Rebuilt Product News Service with microservice architecture, enhancing data integrity and streamlining platform updates.
- Revamped Product Detail Pages' design and architecture, reducing the content team's workload by 30% through improved CMS implementation.

[Chrome](#) (06/2017 - 06/2019):

- Guided a team of 3 engineers and 2 QA specialists, fostering a culture of innovation and quality.
- Rearchitected Cross-Platform Product Download system, increasing site performance by 270%, development efficiency by 40%, and reducing update cycles by 80%.
- Implemented A/B testing strategies, resulting in a 15% increase in user engagement and a 10% improvement in overall performance.

## Cross-Project and Early Achievements

- Designed and implemented a modular component system for Google for Education, reducing design and development time by 40% and standardizing UI components across projects.
- Enhanced project management processes, ensuring 90% on-time delivery accuracy and accelerating completion times by 20%.
- Mentored team members across all projects, fostering their growth in advanced web technologies and methodologies and cultivating a culture of continuous learning and innovation.

## Additional Experience & Community Involvement

**Mentor** | Techtonica (Volunteer) – Remote | 08/2024 - Present

Guide early-career software engineers through apprenticeships, providing technical mentorship, pair-programming support, and career guidance.

**Design and Technology Consultant** | Gopomo, Inc – Remote | 09/2012 - 08/2023

Led UX/UI design and development of user-centric websites and mobile apps for Taiwan Fortune 500 companies and international markets. Integrated user feedback to enhance functionality and aesthetics. Implemented agile practices, improving project turnaround times and client satisfaction.

**Front Developer -> Senior Web Engineer** | Eveo, Inc – California | 01/2009 - 06/2016

Spearheaded front-end development for Fortune 500 clients, focusing on interactive web applications and multi-channel communication platforms. Implemented enterprise CMS solutions, enhancing content management efficiency and website usability.

## Technical Proficiencies

**Script Languages:** JavaScript (ES6+) | TypeScript | HTML5 | CSS3 | Sass | Python

**Libraries/Frameworks:** React | Astro | Node.js | AnimeJS | GSAP JS | AngularJS

**Development Tools:** Git | GitHub | Gerrit | VS Code | IntelliJ IDE |Webpack | NPM | Cypress | Cucumber | Jest |

BackstopJS | Lighthouse | Chrome DevTools

**UI/UX Tools:** Figma | Adobe Creative Suite

**Agile Methodologies:** Scrum | Kanban

**Platforms:** OSX | Windows | Linux | Google Cloud Platform

**Language:** English | Chinese

## Education & Professional Development

**Master of Fine Art, Computer Art: New Media** | Academy of Art University - California | 2006 -2009

**Bachelor of Business Administration (BBA)** | National Chung Cheng University - Taiwan | 1999 - 2003

### Recent Certification:

Open Source Models with Hugging Face | DeepLearning.AI | 2024

ChatGPT Prompt Engineering for Developers | DeepLearning.AI | 2024

Tech Career Skills: Moving from Developer to Engineering Manager | LinkedIn | 2024

Learn React & Advanced React | Codecademy | 2024

Google Cloud Platform Development | Google Cloud and Coursera | 2020