

# TINACHEN

## User Experience & Visual Designer

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## EDUCATION

### Carnegie Mellon University

*Pittsburgh, PA | Class of 2020*

BHCI in Human Computer Interaction

BS in Business Administration

GPA: 3.66 / 4.0 Tepper's Deans List

## SKILLS

### Visual Design

*Adobe CC (Ps, Ai, Id, XD, Ae), Sketch, InVision, Principle*

### Design Thinking

*User Research, Wireframing, Prototyping, Storyboarding, Speed Dating, Personas, Mapping*

### Languages

*HTML/CSS, Javascript, Python, English, Mandarin, Spanish*

## ACTIVITIES

### Global Business Brigades

*Student Consultant | 2017- Present*

Teach financial literacy to microenterprises abroad.

### alpha Kappa Delta Phi

*Vice President of Service, Historian | 2017- Present*

Raised \$1400 for *Camp Kessem*. Redesigned wordpress website and managed social media.

### Lunar Gala

*Fashion Model | 2017- Present*

Walked in *Ferox*, the 2017 Lunar Gala show at CMU.

## INTERESTS

Contemporary Dance

Painting & Illustration

Photography

## EXPERIENCE

### Ready Artwork - Design Intern

*Monrovia, CA | May - Aug 2018*

Conceptualized and designed ~50 graphics for clients. Built wordpress website templates through wireframing to final design mockups in Adobe XD.

### CMU HCII - Researcher/ Playtest Coordinator

*Pittsburgh, PA | Oct 2017- May 2018*

Visualized and redesigned a board game called *Out-break* that fosters scientific curiosity in young students. Conducted user studies to help improve and iterate on the game.

### Closet Infinite - Design/ Marketing Strategist

*Pittsburgh, PA | Aug - Dec 2017*

Collaborated with a startup to develop brand identity and marketing strategies. Earned ~80 contributors and ~104 customers through marketing campaigns.

### Shiseido - Sales Associate

*Chino Hills, CA | May - Aug 2018*

Developed a strong skill set in sales through selling luxury skincare and cosmetics to customers. Gained sales customer service experience.

## RECENT PROJECTS

### UX Designer - American Eagle Project

*Pittsburgh, PA | Oct - Dec 2018*

Innovated a social shopping space called AE CO-LAB that co-creates value.

### Artist - Global Game Jam

*Pittsburgh, PA | Jan 2017*

Worked with a team to build a game in Unity in 48 hours. Created and designed art assets such as characters and environments.