

Name: Alex Chen

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Objective:

A creative and user-centric UX/UI Designer with a strong portfolio of mobile and web application designs. Eager to join an innovative team to create intuitive, engaging, and visually appealing digital experiences that solve user problems and meet business goals.

Summary of Qualifications:

- Bachelor of Fine Arts in Graphic Design from the Design Institute.
- Proficient in the entire design process, from user research and wireframing to prototyping and final visual design.
- Expertise in design and prototyping tools such as Figma, Sketch, and Adobe Creative Suite (XD, Photoshop, Illustrator).
- Strong understanding of user-centered design principles, accessibility standards, and interaction design.
- Experience conducting user interviews, usability testing, and synthesizing feedback.
- Collaborative team player with excellent visual and verbal communication skills.

Education:

Bachelor of Fine Arts in Graphic Design

Design Institute, Artsville, State

GPA: 3.9/4.0

Professional Skills:

- **Design Tools:** Figma, Sketch, Adobe XD, Photoshop, Illustrator, InVision
- **Prototyping:** Interactive Prototyping, Wireframing, User Flows, Storyboarding
- **User Research:** User Personas, Journey Mapping, Usability Testing, A/B Testing
- **Front-End:** Basic knowledge of HTML, CSS, and JavaScript

- **Methodologies:** Agile, Lean UX, Design Thinking

Experience:

UX/UI Designer | Innovate App Studios (2020 - Present)

- Led the redesign of a flagship mobile banking application, resulting in a 30% increase in user satisfaction scores.
- Created wireframes, high-fidelity mockups, and interactive prototypes for new features across iOS and Android platforms.
- Conducted user research sessions and usability tests to gather insights and validate design decisions.
- Collaborated closely with product managers and developers to ensure seamless implementation of designs.
- Developed and maintained a comprehensive design system to ensure consistency across all products.

Junior Graphic Designer | Creative Agency (2018 - 2020)

- Designed marketing materials, including brochures, social media graphics, and website assets for various clients.
- Assisted senior designers in creating brand identity guidelines.
- Contributed to brainstorming sessions and creative concept development.

Projects:

- **Travel Planning App (Concept):** Designed a mobile app to help users plan and organize their trips, focusing on a seamless and personalized user experience. (Portfolio link available upon request)
- **E-commerce Website Redesign:** Redesigned the user interface and checkout process for a local online retailer, improving conversion rates by 18%.

Certifications:

- Certified UX Designer (Nielsen Norman Group)
- Google UX Design Professional Certificate

Languages:

- **English** (Native)

- **Mandarin** (Conversational)