



# VINCENT B. CHEN

UX/Product Designer

## CONTACT

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## PORTFOLIO

Coming soon

## USER EXPERIENCE

Design Sprint  
Qualitative Research  
Competitive Analysis  
Brainstorming  
Design Strategy  
Information Architecture  
Wireframing  
UI Design  
Visual Design  
Usability Testing

## SOFTWARE

Sketch  
Figma  
InVision  
Principle  
Mural  
Whimsical  
Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
Adobe After Effects  
Adobe Color  
HTML/CSS  
Webflow

## LANGUAGES

English & Chinese

## WORK EXPERIENCE

**Freelance Product Designer Confidential** Jan 2021–present

- Assist an early stage startup with product development: user research, competitive analysis, journey map, product strategy, UI design, and user testing
- Analyze and convert research findings into a B2C mobile app
- Strategize with the founder to pitch the app and acquire seed funding
- Establish a branding and marketing guide to maintain brand consistency and ease app promotion in the future

**Product Design Intern Movley** Fall 2020

- Complete the first sprint cycle of a B2B SaaS app with a cross functional team
- Established a UI pattern library and style guide in Figma to maintain consistency of standards in different product lines
- Convert research findings into persona and product strategies
- Built a click through prototype with Figma for user testing
- Onboarded and trained new UX interns

**Product Design Intern CureAssist** Summer 2020

- Converted research findings into a digital health mobile app to assist chronic patients to manage their lifestyles and augment healthy habits
- Defined product roadmap and user journey with engineers and researchers
- Designed the chronic condition management module with Sketch

**Product Strategist Intern Young and Hungry** Summer 2019

- Collaborated with design directors and teammates to develop creative brand and product strategies that met the client's expectations and business goals

**Industrial Designer Xonix Electronics Ltd.** 2014–2017

- Strategized a design solution that increased yield rates by 70% by circumventing a manufacturing limitation
- Conceptualized patented UV night glowing technology and worked with engineers to bring it to production

**Contract Industrial Designer Asus Computer Inc.** 2013–2014

- Designed 2 concept fashion tablet accessories that were proven more appealing to female consumers from user testing results
- Brainstormed strategies with project managers and the strategy team to help Asus gaining US and female market share

## EDUCATION

**Web Design & New Media Academy of Art University** 2018–present

**BS. Product Design Art Center College of Design**