Blair Shen

Product Designer based in Austin, TX

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Work Experience

Product Designer | Cloudflare

11/2020 - Present, Austin, TX

- Led the end-to-end design process to create the first GUI for Cloudflare Tunnel. Identified and initiated UX opportunities to improve tunnel creation learnability and feature adoption.

- Analyzed, re-designed, and systematized the key touch points in Cloudflare for Teams user journeys, including empty states, error states, inboarding flows, email analytics template, and end user debugging page.

- Audited and established the component guidelines for Cloudflare for Teams role-based access control (RBAC).

- Initiated the Cloudflare One side navigation tree testing in coordination with the research lead, PMs, and UX writer.

UX Designer | Harry & David

06/2019 - 10/2020, Medford, OR

- Identified usability roadblocks, conducted usability tests, and re-designed the Fruit of the Month Club product page for responsive viewports, increasing upsell purchase by 17.09%, total revenue by 14.11%, and reduced product abandonment rate by 28.95% over a 4-month A/B test.

- Re-designed the Gift List interaction, increasing conversion rate by 5% and revenue by 14.55%.

- Planned and executed in-depth user interviews to identify personalized gifting opportunities. Carried the project from wireframing to high-fidelity prototypes.

- Advocated user-centered design awareness in a cross-functional team, led workshops and meetings to spread design-thinking mindset. Gatekept web design assets compliant to Web Content Accessibility Guidelines (WCAG) 2.1.

UX Designer | Institute for Research on Innovation

02/2019 - 04/2019, Ann Arbor, MI

- Cooperated with data managers to identify points of friction within members' data quality. Designed a member dashboard interface to improve the quality.

Education

University of Michigan

M.S. in Human-Computer Interaction

May 2019, Ann Arbor, MI

National Chiao Tung University

M.A. in Communication Studies
Specialization in Cognitive Psychology

May 2017, Hsinchu, Taiwan

Community Service

Unblock

Provide UX related content and career transition coaching on various social platforms. Currently at 11k subscribers and 202k total views.

Skills

Design

Persona building, Storyboarding, Wireframing, Rapid prototyping, Concept testing, Accessibility, User flowchart, Information architecture, Workshop facilitation

Research

Usability testing, A/B testing, Survey, Eye- tracking, Experiment design, Card sorting, Competitive analysis, Contextual inquiry, Heuristic evaluation

Tools

Figma, Principle, Sketch, Adobe XD, InVision, Abstract, Adobe Creative Cloud, Axure, HTML, CSS, JavaScript, Python, R, SPSS, Drupal, AR/ VR Prototyping