Resume of James Chen

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About Me

Creative UI/UX Designer with 7+ years of experience crafting digital experiences for web and mobile applications. Passionate about user-centered design principles and creating accessible, intuitive interfaces. Based in Melbourne, Australia with experience working with both local and international clients.

Skills & Expertise

Design Tools

- **Figma • Adobe Creative Suite • Sketch • Principle • InVision • Protopie**

Design & Methodology

- User Research • Wireframing • Prototyping • Usability Testing • Design Systems • A/B Testing • User Journey Mapping

Front-end Development

- HTML5 • CSS3 • JavaScript (ES6+) • React • Next.js • Responsive Design • Web Accessibility

Additional Skills

- Agile/Scrum Methodology • Cross-functional Collaboration • Client Relationship Management • Project Management • Team Leadership

Professional Experience

Senior UI/UX Designer | Digital Innovations Pty Ltd | Melbourne, VIC

January 2020 - Present

- Led redesign of fintech mobile application resulting in 35% increase in user engagement and 28% reduction in customer support tickets
- Created comprehensive design system used across 5+ products, improving design consistency and reducing development time by 40%
- Collaborated with cross-functional team of 8 to deliver 3 major product releases on schedule
- Conducted user research sessions with 50+ participants to inform design decisions and product roadmap
- Mentored 2 junior designers through regular feedback sessions and portfolio reviews

UI/UX Designer | TechStart Australia | Sydney, NSW

March 2017 - December 2019

- Designed responsive web and mobile interfaces for 12+ clients across various industries including healthcare, education, and e-commerce
- Improved conversion rates by an average of 22% through data-driven design iterations and A/B testing
- Led design process from concept to implementation, ensuring pixel-perfect execution across all platforms
- Developed user personas and journey maps to align stakeholders with user needs
- Presented design solutions to C-level executives and external clients, securing $2M+ in additional design contracts

Junior Designer | Creative Agency Melbourne | Melbourne, VIC

June 2015 - February 2017

- Created visual designs and prototypes for websites and mobile applications under senior designer guidance
- Conducted competitor analysis and market research to inform design strategies
- Assisted in user testing sessions and synthesized findings into actionable design recommendations
- Maintained and organized design assets and documentation
- Contributed to internal design system development and style guide creation

Education

Bachelor of Design (Digital Media)

RMIT University | Melbourne, VIC *Graduated: November 2014*

- Major Interaction Design
- Final Year Project: "Designing for Accessibility in Digital Banking"
- Dean's List (2012, 2013, 2014)

Notable Projects

HealthConnect App

- Led complete redesign of health tracking application for major Australian healthcare provider
- Implemented accessibility features complying with WCAG 2.1 AA standards
- Resulted in 45% increase in daily active users and 30% improvement in user satisfaction scores
- Featured in Design Weekly Australia as "Best Healthcare App Design 2021"

EcoShop E-commerce Platform

- Designed end-to-end shopping experience for sustainable products retailer
- Implemented progressive disclosure patterns to reduce cognitive load during checkout
- Increased conversion rate by 25% and average order value by 18%
- Project received Australian Design Award nomination for "Best E-commerce Experience"

Urban Navigation System

- Created wayfinding system for major Australian city's public transportation app
- Conducted field research with 100+ commuters to identify pain points in navigation
- Reduced navigation errors by 60% and increased user confidence in using public transport
- System adopted by 3 additional metropolitan councils across Australia

Certifications & Training

- Google UX Design Professional Certificate | Google | 2022
- Certified Professional in Accessibility (CPACC) | IAAP | 2021
- Advanced Interaction Design Course | Interaction Design Foundation | 2020
- Design Thinking Bootcamp | General Assembly | 2019
- Agile Scrum Master | Scrum Alliance | 2018

Professional Affiliations

- Member, Australian Graphic Design Association (AGDA)
- Member, Interaction Design Association (IxDA)
- Participant, Melbourne UX Meetup Group
- Volunteer, Design for Community (pro bono design work for non-profits)

Languages

- **English** (Native)
- **Mandarin** (Conversational)
- **Basic Japanese**