XY | XIYU CHEN
Product / UIUX Designer

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📱 1 (626)394-7616
✉ xyc0design@gmail.com

My COMPETENCIES

Product Design
Business Strategy
Branding/ Graphic Design
User Research / Interview
Experience Design
Instructional Design
Data Visualization

MY SKILLS

UX Design
User Persona
Design System
Accessibility Design
User Journey
Information Architecture
A/B Testing
Wireframing
Prototyping
Web/ App design

Research
Market Research
Data Analysis
Usability Testing
Competitor Analysis

SOFTWARES

Adobe Creative Suite
Adobe XD, Photoshop,
InDesign, Illustration,
Indesign, Lightroom, After
Effects, Premiere Pro
More
Figma, KeyShot, CAD,
Cinema 4D, HTML/CSS,
P5.js, JS, Python, SharePoint

LANGUAGE

Native in English & Chinese

EXPERIENCE

Tesla | Instructional Design Internship
Fremont, CA | Aug - current 2023
- Collaborated on a user-friendly onboarding guide for Tesla's Collision team, offering essential information to new hires and team members (SharePoint).

MoneyGram | UIUX Internship
Remote, US | Jun - Aug 2023
- Conducted 2 competitor analyses, spotting opportunities for 9 competitors.
- Redesigned the current website branding, updated 3 new features (money transfer, cryptocurrency, digital wallet), with 3 prototype iterations.

Royal Caribbean Sponsored Studio | UX Designer
With ArtCenter | Pasadena, CA | Jan - April 2023 (4 mos)
- Successfully executed adventure experience on the redesigned Aqua Dome of a next-gen cruise ship, featuring 10+ activities over 3 floors.
- Led the redesign of the three-floor Dome, improving transportation for 800+ guests and 200+ crew members (Figma, SolidWorks, Rhino).

Cedars-Sinai Sponsored Studio | UX Researcher/ Designer
With ArtCenter | Pasadena, CA | Sept - Dec 2022 (4 mos)
- Executed a branding strategy included 5 theme colors and 4 logo variations.
- Analyzed UX research with 6+ clinical trial specialists to identify challenges faced by elderly minorities and designed 7 diverse awareness campaigns.
- Improved clinical trial enrollment 25% with a multilingual digital campaign.

Gigabyte AERO Sponsored Studio | UI/ UX Designer
With ArtCenter | Pasadena, CA | May - Aug 2022 (4 mos)
- Led the development of the UI/UX system for AERO's control center screen for 4 new features, enabling hotkey usage, screen splitting, cloud downloads, and drawing pad compatibility with Microsoft Windows OS.

American Film Institute | Web Designer/ Developer
Freelancer | Remote | Feb - Mar 2020 (2 mos)
- Launched user-friendly website for CHORUS filmmakers from AFI, leading movie promotion & raising $80k+ for production (XD, Webflow).

EDUCATION

Bachelor of Science | ArtCenter College of Design
Double Minor: Business & Design Matters | Pasadena, CA | Expected Mar 2024
Provost List 2021-2023 that honors students with academic excellence.