

UIUX DESIGNER

# TONY CHEN

tony-design.com

tonyart1998@gmail.com

650-391-6531

## EDUCATION

### Pratt Institute

Aug 2022 - Jun 2024

M.F.A in Communication Design

**Relevant Coursework:** UIUX studio, UX Industry, Typography

### Google UX Certification

Jun 2023 - in progress

### University of California, Irvine

Jun 2021 • GPA: 3.90

B.A. in Art

Minor in Digital Art

Honors in Art Program

## EXHIBITIONS

### Symposiums

Aug 2023 – Aug 2023

### UCI Catalyst—The Morning After The Mourning

April 2022 – May 2022

### UCI Undergraduate Honors Thesis Exhibition—Mimosas After the Funeral

May 2021 – Jun 2021

### UCI's 16th Annual Juried Undergraduate Exhibition

Jan 2020 – Feb 2020

## SKILLS

### Software

Figma, Adobe Xd, Webflow, UXPin, HTML5, Python, FigJam, TouchDesigner, Illustrator, Photoshop, InDesign, After Effects, Premiere, Microsoft Suite, Miro

### Design

Ethnographic Research, Field Studies, User Interviews, Competitive Analysis, Persona, Wireframing, Usability Testing, UI Design, Responsive Web Design, Interaction Design, User Centred Design, Motion Design, Typography

## EXPERIENCE

### UX Researcher & Designer, JB Coating Technologies

Remote / May 2023 – Dec 2023

- Conducted thorough analysis of original website through **user interviews** and **journey maps**, and re-mapped website to fit in new product system that increased product page user activity by 63%
- Collaborated with front end developer on tools such as **react**, **javascript**, **bootstrap**, and **css** to analyze different design strategies
- Designed and experimented **data tracking** and **information sharing** features, enabling user and company to visualize sustainability impacts

### Visual Designer, JunYe Design

Remote / Jul 2021 – May 2022

- Converted print publications into digital formats based on data collected from **surveys** and **interviews** to address challenges posed by pandemic
- Initiated **redesigns**, **data analytics**, **design metrics**, and **concept testing** of community service app for users located in Tianhe, Guangzhou

Guangzhou, China / Jun 2019 – Sep 2019

- Collaborated closely with multidisciplinary team to conduct **contextual inquiry** and deliver promotional materials, including **flyers**, **marketing campaigns**, and integrated **e-commerce platform UI**

### Graphic/User Interface Designer, UCI TDS Department

Irvine, CA / Nov 2019 – Jun 2021

MyCommute

- Worked **cross-functionally** with photography department and ST department to create a UCI-branded **online permit shop design**
- Designed **wireframes** and **paper prototypes** to illustrate general layout
- Decreased 30% of the time users spend on each process

Bike Month

- Built new **graphical contents**, **media kits**, and **animation videos** for the UCI bike website and attracted 20% more new visitors and improved student participation rate by 42% on virtual platforms

### Graphic/Product Designer, Freelance

China & America / Oct 2019 – Current

- Researched and designed solutions, such as sport mobile apps, album covers, personal websites, event flyers, brand designs, and eCommerce websites

## PROJECT

### Social Sharing App, AnyTime

Remote / May 2023 – Current

- Led research and design of human distance relationship product that gives users insights into their communication habits by using methods such as **competitive analysis**, **contextual inquiry**, and **interview**
- Designed platform that includes **Chat Frequency Tracking** and **Photo Package** features to proactively alert users about their relationship interactions
- Developed **wireframes**, **low fidelity prototype**, and **high fidelity prototype** using **Figma**, enabling users to navigate platform and offer comprehensive feedback through **usability testing**

### Recommendation System App, Trip-Connect

Remote / May 2023 – Current

- Applied research methods, including **interview**, **affinity mapping**, **card sorting**, and **persona** to identify pain points associated with self travel in the US
- Designed **high fidelity prototype** featuring **randomized shack** feature that integrates into the recommendation system
- Led research and design of an innovative GPS system flow enabling users to identify in-between road options, reducing 56% of the time spent on searching