

Wan Ting Chen | Product Designer

Education

2019-2020

**Master of Human-Computer
Interaction + Design**

University of Washington

Interaction Designer

[Feb 2020 - Aug 2020]

MHCI+D Capstone Sponsored by
Google AI, Seattle WA

2012-2016

**Bachelor of Environmental
Design (Honours) with
Distinction**

University of British Columbia

Tools

DesignFigma
Sketch
Keynote
ProtoPie
InVision
Principle
After Effects
Premiere Pro
Illustrator
Photoshop
InDesign**Technical**CSS
HTML
Javascript
jQuery
Python
Arduino
P5.js
Three.js
Wordpress

Awards

- ▶ 2020 Dempsey Startup Competition
Voyager Capital Best Business to Business
Idea Prize \$2500
- ▶ 2018 Best of CES - Alibaba Booth featured
on Exhibitor Magazine
- ▶ 2016 Non Architecture Competitions
"Sleeping" - Honourable Mentions
- ▶ 2014 Florence Muriel Smeltzer Scholarship

Experience

UX Designer [Feb 2020 - Aug 2020]

Plentize, MHCI+D Capstone Advised by Google AI, Seattle WA

- ▶ Designed an intelligent system that enables program managers to make integrated and well-considered decisions related to recreation program planning
- ▶ Led the design research and synthesis process to uncover needs, pain points and behaviours from stakeholders through various research activities
- ▶ Directed, edited and project managed the final product video through crafting a narrative

Lead Product Designer [Mar 2020 - July 2020]

The Subline, Seattle WA

- ▶ Lead the design of a predictive SaaS product to service independent restaurant owners manage their inventory and waste for optimized operations
- ▶ Integrated existing insights, technical constraints, business needs to formulate features and concepts
- ▶ Rapidly produce low-fi prototypes to communicate with team and validate with users
- ▶ Bridge across disciplines in marketing, engineering and finance to come up with a hi-fidelity interactive product demo

Co-founder and Lead Designer [September 2014 - September 2019]

KiWi Design Co. Vancouver, BC

- ▶ Drove and led branding and communication strategies and directly presented design proposals to clients
- ▶ Worked with devs to deliver website redesign and product strategy
- ▶ Communicated closely with clients to uncover brand values and conduct user-centered approach to brand design both remote and with in-person presentations

Experience Designer (Concept) [November 2016 - March 2018]

VAVE Studio GmbH, Shanghai, China

- ▶ **Alibaba CES 2018, Las Vegas**
 - Followed through entire project from concept development to execution and played a key role in communicating with various stakeholders
 - Facilitated workshops and sprints with users and team to drive research and design direction
 - Led team of four delivering concepts and delivered presentations to clients
 - Designed, and developed interactions in various fidelities with technical teams
- ▶ **Didi Chuxing Headquarter Showroom, Beijing**
 - Created interactive concepts through storyboards and user interface across multiple screen-based media
 - Integrate brand and content to create designs that adhere to product and services
- ▶ **Tecent Holdings Limited Showroom, Beijing**
 - Worked with Creative Director to develop experience and interaction concepts using sketches, storyboard and mock-ups
 - Created, designed and delivered final pitch presentation to clients in Beijing
- ▶ **Other Clients Serviced:**
 - Sina, Volvo, Bogward, AEG, Haier, United Imaging