

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

Design

Figma
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

Design Lead [Oct 2020 - Present]

FuboTV, Seattle WA

- ▷ Currently leading experience design for personalization at fuboTV in a multi-disciplinary team consist of developers across OTT platforms, mobile and web
- ▷ Led workshops and creatively came up with frameworks for cross-disciplinary collaboration
- ▷ Leverage analytics and user research data to come up with informed and evidence-based design decisions
- ▷ Create elegant solutions to complex problems, managing the feedback from multiple stakeholders

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
- ▷ Bridge across disciplines in marketing, engineering and finance to come up with a high 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.
- ▷ Communicated closely with clients to uncover brand values and conduct user-centered approach to brand design
- ▷ Created brand identities and branding assets such as brochure, web design advertising and interior art direction.

Experience Designer [November 2016 - March 2018]

VAVE Studio GmbH, Shanghai, China

- ▷ Designed experiences in the physical space for exhibitions, trade-shows, museums.
- ▷ Lead the concept design in award winning exhibition designs, and present pitch decks to stakeholders
- ▷ Created illustrated-storyboards for interactive user experiences across digital interface within the physical environment

key projects:

- ▷ **Alibaba CES 2018, Las Vegas**
- ▷ **Didi Chuxing Headquarter Showroom, Beijing**
- ▷ **Tecent Holdings Limited Showroom, Beijing**
- ▷ **Other Clients Serviced:**

Sina, Volvo, Bogward, AEG, Haier, United Imaging