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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	Technical
Figma	CSS
Sketch	HTML
Keynote	Javascript
ProtoPie	jQuery
InVision	Python
Principle	Arduino
After Effects	C++
Premiere Pro	P5.js
Illustrator	Three.js
Photoshop	tvOS
InDesign	Webflow

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

Product Designer [Oct 2020 - Present]
FuboTV, Seattle WA

- ▷ Designing a new navigation system for connected devices as part of the global expansion strategy in US, Canada, France, and Spain
- ▷ Created the end-to-end redesign of the fuboTV homepage across TV, mobile and web platform, shipped to over 1+ million subscribers and yield additional annual revenue of over 1.6 million dollars
- ▷ Create component libraries and system-level design guidance to ease the process between design and implementation for decentralized teams working across 4 different time zones
- ▷ Led workshops to bring together different stakeholders and partners with the outcomes used to formulate product roadmap
- ▷ Leverage analytics and user research data to come up with informed and evidence-based design decisions
- ▷ Rapidly produce multiple concepts and prototypes from Low-Fi to Hi-Fi, in order to evaluate and communicate to different stakeholders

Lead Product Designer [Mar 2020 - July 2020]
The Subline, Seattle WA

- ▷ Lead the award-winning MVP design of a predictive SaaS product to service independent restaurant owners manage their inventory and waste for optimized operations
- ▷ Bridge across disciplines in marketing, engineering and finance to come up with a hi-fidelity interactive product demo

Experience Designer [November 2016 - March 2018]
VAVE Studio GmbH, Shanghai, China

- ▷ Designed multi-modal interactive spatial experiences in the context of exhibitions, trade-shows, museums
- ▷ Lead the concept design in award winning exhibition designs, worked with 3D designers to craft spatial experiences and present pitch decks to clients
- ▷ 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**
- ▷ **Tencent Holdings Limited Showroom, Beijing**
- ▷ **Other Clients Serviced:**

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

Co-founder and Lead Designer [September 2014 - September 2019]
KiWi Design Co. Vancouver, BC