

ROSIE CHEN

UX/Product Designer | ruoxchen@iu.edu | 678-431-7660 | [LinkedIn](#) | [ruoxunchen.website](#)

EXPERIENCE

User Experience Design Intern

Wellmark Blue Cross and Blue Shield | Des Moines, IA

May 2018 - Aug 2018

Redesigned the Wellmark Technology Intranet to improve the browsing experience and ensure effective communication. Restructured information architecture, redesigned the color palette, prototyped, iterated design and created content strategy through usability testing and stakeholder reviews.

User Experience Designer

Indiana University of Bloomington | Bloomington, IN

Jan 2018 - May 2018

Designed visualizations for a mobile app that represents complex mathematical concepts. Designed overall app layout, prototyped, and planned usability testing.

Web Designer

Agency Matrix LLC. | Atlanta, GA

Nov 2015 - Jul 2017

Collaborated with PM and VP to redesign company's official website. Proposed redesign solutions; Recreated the sitemap; Developed the new website (Hubspot /HTML / CSS); New website received positive feedback and 18% increased leads.

In charge of web redesign and maintenance service for company's major clients; Created graphics in pixel details; Filmed and edited videos for internal use.

Visual Designer

OYOYO Studio | Atlanta, GA

Jan 2016 - Jul 2017

Assisted CEO and UX designers on web redesign, graphic design, and mobile app projects. Gained hands-on skills in UX design, graphic design, communication, and team collaboration.

Graphic / Web Design Intern

Alston & Bird LLP. | Atlanta, GA

May 2015 - Aug 2015

Designed and developed a website for "Fortune 100 Best Companies To Work For" submission.

EDUCATION

M.S. in Human Computer Interaction/design

Indiana University Bloomington

GPA 3.9/4.0

Aug 2017 - May 2019

B.A. in Media Arts

Kennesaw State University

GPA 3.68/4.0

Jan 2013 - Dec 2015

B.A. in Advertising

North China University of Technology

GPA 3.5/4.0

Sep 2010 - Dec 2015

SKILLS

UX Methods

User Interview Context Inquiry, Affinity Diagram, Card Sorting, Alignment Diagrams, Heuristic Evaluation, Information Architecture, Personas, Storytelling, Rapid Prototyping, Wireframing, Usability Testing

Design Tools

Whiteboard, Paper, Adobe Creative Suite, Sketch, Principle, InVision, Axure RP, Balsamiq

Web Development

HTML5 / CSS, Javascript, CMS

AWARDS

CHI 2018 Student Design Challenge (Finalist - top 5% of 80 teams)

Montreal, Canada

2018 Cheng Wu Innovation Challenge (Runner Up)

Bloomington, IN