

# Rosie Chen

## UX / Product Designer

### EXPERIENCE

#### BrainCheck — UX Designer

Jun 2019 - Present, Austin

As a solo UX designer in the company, I lead and own the entire user experience within the product. Activities include:

- Collaborate with engineers and PM in a fast-paced Agile environment to design flows and experience for clinical users.
- Partner with the Customer and Marketing team to collect user voices, refine personas, and promote user-centered design across the entire company.

#### Wellmark Blue Cross Blue Shield — UX Design Intern

May 2018 - Aug 2018, Des Moines

Redesigned the internal website, which is more in line with the corporate image and vision.

Activities include:

- Redesigned the site architecture and user flow to improve discoverability and usability for internal users. Conducted usability tests with 18 internal users to evaluate the design.
- Built and demonstrated high-fidelity prototypes that successfully gained buy-in from executives.

#### Indiana University of Bloomington — UX Designer

Jan 2018 - May 2018, Bloomington

- Wireframed and prototyped visualizations for a mobile app that represents complex mathematical concepts.
- Designed the overall user flow and performed usability tests.

#### Agency Matrix (now ITC) — Web Designer

Nov 2015 - July 2017, Atlanta

- Collaborated with VP to redesign and implement the company's marketing site.
- Coordinated with clients and stakeholders to deliver high performance websites.
- Created traditional print and digital assets to promote internal missions.

#### OYOYO Studio — Freelance Visual Designer

Jan 2016 - July 2017, Atlanta

- Worked with clients to design traditional and digital graphics, including logos, brochures, posters, banners, and flyers.

#### Alston & Bird — Graphic/Web Design Intern

May 2015 - Aug 2018, Atlanta

- Collaborated with the Marketing team to design and build a website that helps the company to be ranked as one of Fortune's "100 Best Companies to Work For."

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### EDUCATION

#### MS, HCI

Indiana University of  
Bloomington

Aug 2017 - May 2019,  
Bloomington

#### BA, Media Arts

Kennesaw State University

Jan 2013 - Dec 2015, Atlanta

#### BA, Advertising

North China University of  
Technology

Sep 2010 - Dec 2015, Beijing

### SKILLS

**UX:** User research, Affinity diagram, Persona, Journey map, Competitive analysis, Survey design, Wireframes, Prototype, Interaction design, Interface design, Interaction design, Visual / Web design, Usability testing, A/B testing, Design system, Lean UX

**Tools:** Sketch, Abstract, Figma, InVision, Axure, Balsamiq, Keynote, Miro, Jira, Adobe Creative Suite, HTML5/CSS3/JS, WordPress

### AWARDS

#### CHI Design Challenge

Finalist, top 5% of 80 teams.

Research and design details are published in [ACM Digital Library](#).