

Carol Chen

PRODUCT DESIGNER

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WORK

Product Designer | Tavour

Jan 2021 – Present, Seattle, WA

- Launched consumer-facing product features using journey maps, wireframes, and prototypes through collaboration with product managers and engineers in an agile environment
- Identified areas of UX improvement for mobile through planning and leading heuristic analysis and usability testings
- Led designs of split-testing features for optimizing the app onboarding funnel which led to a 17% increase in app registration rate

Product Design Intern | KiOS

Oct 2020 – Dec 2020, Remote

- Designed the mobile and tablet interface of consumer-facing and enterprise-facing software for restaurant kiosk owners
- Created wireframes, journey maps, and prototypes based on the team's product requirement and user research

Web Design Intern | Krannert School of Management

Apr 2017 – May 2018, West Lafayette, IN

- Resolved 100+ web requests to improve usability issues on the website
- Assisted faculty to regularly ensure website usability and accessibility

SELECTED PROJECTS

UX/UI Designer | UW Burke Museum • Jan 2020 – Mar 2020

A mobile app that enhances visitors' learning experience at a museum

- Led user interface designs and development of hi-fi prototypes
- Supported and co-conducted 9 semi-structured interviews

Interaction Designer | Spark • Sep 2019 – Dec 2019

A product ecosystem used in conjunction with therapy to guide conversations about depression

- Designed physical product interfaces and mobile app onboarding flows
- Brainstormed 30+ ideas for product features

EDUCATION

University of Washington

Sep 2019 – Aug 2020

Master of Human-Computer Interaction & Design

Purdue University

Aug 2015 – May 2019

B.S. in Computer Graphics Technology

Minor in Computer Science & Japanese

SKILLS

UX Design	Toolkit
Sketching	Figma
Ideation	Sketch
Wireframing	Zeplin
Storytelling	Balsamiq
Interface Design	Protopie
Interaction Design	Principle
User Interviews	InVision
Usability Testing	Photoshop
Journey Mapping	Illustrator

Programming

HTML/CSS

Processing

Arduino

Languages

English

Mandarin (native)

Japanese (fluent)