

Tina Chen

UI/UX Designer

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EDUCATION

Academy of Art University

MA in Interaction and UI/UX Design
Class of 2022

University of California, San Diego

BA in International Economics
Class of 2019

SKILLS

User-centered Design
Interaction Design
Sketching
Wireframing
Storyboarding
User Research
Usability Testing
Rapid Prototyping
Branding

TOOLS

Figma
Adobe Creative Suite
Miro
Webflow
HTML/CSS
Javascript

LANGUAGES

English
Chinese

EXPERIENCE

Young & Hungry Creative - Marketing/Graphic Design Intern

Sep 2021-Dec 2021

Collaborated with our client, Blue Endeavor, to develop an online and offline marketing strategy. Designed graphics and marketing materials to increase brand outreach, including ads and merchandise.

Westwood Post Acute - Patient Wellness Researcher

Jan 2020-Aug 2020

Conducted customer research surveys and community events to understand the wellness of patients and their families. The resulting changes led to a 15% increase in patient satisfaction.

UBC Coffee - Social Media Marketing Manager

Jun 2018-Apr 2019

Developed multi-channel marketing campaigns to increase brand awareness and drive sales. Marketing efforts contributed to an 18% YoY increase in sales.

PROJECTS

GuideU (Travel) - UI/UX Design, User Research

Sep 2021-Dec 2021

An iOS mobile app that connects travelers with a local tour guide. Responsible for interviewing target users and crafting user personas. Created wireframes and rapidly prototyped a high-fidelity mobile design.

Carsmartt (Transportation) - UI/UX Design, User Research

Sep 2020-Dec 2020

An iOS mobile app that helps users find an affordable ride. Led the mobile app redesign. Conducted user research and ran usability testing to understand users needs.