Tina Chen

Senior Product Designer

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Education

Trine University
Master of Business Administration
Expected Dec 2026

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
Invision
HTML/CSS Javascript

Languages

Mandrain
English

Experience

Kid A - Senior Product Designer
Oct 2024- Present

- Identified that content authenticity was the core driver of parent conversion by conducting multi-method research (behavioral analysis, funnel mapping, and qualitative interviews). Built the new acquisition strategy which informed the adoption of a hybrid AI-assisted content model. The shift increased organic discoverability and improved class inquiry rates.

- Designed a modular promotion toolkit that streamlined how after-school administrators create and publish class marketing content. Built UI patterns that combine AI-generated posts with actionable incentive tools—such as coupons, bundles, and personalized templates—allowing admins to assemble promotions with fewer steps and clearer guidance.

- Collaborated with engineering to align the system with existing backend structures, reducing implementation complexity and establishing a scalable foundation for future monetization features.

EURO M Tech - Web & Product Design Intern
Oct 2022- Jan 2024

- Redesigned Customer-facing Website (2C) to shift the experience from price-driven browsing to an expertise-oriented service journey. Introduced clearer diagnostics explanations, trust cues, and maintenance education patterns, helping users understand service value and increasing confidence in booking.

- Built a transparency-first service lifecycle system that organizes repair history, upcoming maintenance, and automated reminders into a clear, self-explanatory interface. Reduced reliance on technician explanations and improved post-service retention by giving customers an intuitive way to track their vehicle's ongoing needs.

Freelance Designer
July 2022-Jan 2024

- Solved customer acquisition and first-choice challenges by reframing promotional design as a decision-support surface rather than decorative output, enabling faster value comprehension and stronger initial trust at the point of choice.

- Developed seasonal and anniversary promotion designs for small and mid-sized businesses, including bakeries, cafés, and restaurants using time-based storytelling to communicate stability and credibility, helping brands influence choice under real-world constraints such as tight budgets, short timelines, and peak-hour behavior.

Young & Hungry Creative - UI/UX Design Intern
Sep 2021- Dec 2021

- Designed an end-to-end interactive product system inspired by Pokémon-style mechanics for our client Blue Endeavors (Ocean Conservation), enabling users to transition from digital onboarding and exploration to offline, location-based environmental actions, such as coral discovery and learning.

- Defined core engagement loops and behavioral incentives, applying gamification frameworks (collection, progression, rewards, and exploration) to drive plastic-free behaviors and biodiversity protection participation.

- Architected an online-to-offline (O2O) experience model, aligning digital touchpoints with real-world outdoor interactions to increase user activation, sustained engagement, and emotional connection with marine ecosystems through experiential learning.

Westwood Post Acute - UX Researcher & Systems Coordinator
Jan 2020 - Aug 2020

- Conducted contextual research through incident investigations and behavioral analysis to surface safety risks in a high-stakes healthcare environment.

- Translated cross-stakeholder needs (patients, families, nurses, and clinicians) into clear system-level requirements, enabling more coordinated care planning and risk-aware decision-making.

- Insights from safety research informed targeted interventions that reduced fall incidents by 30% within one month.