

Michelle Chen

a UX/UI Designer
who codes



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WORK EXPERIENCE

05/2016 - present

San Mateo, USA

UX/UI Designer — Incorta

- Drive the design, interaction & user flows for the business analytics tool in both desktop & mobile format
- Lead design studios with stakeholders & developers to streamline design
- Create wireframes & prototypes, define usability test plans, recruit test participants, facilitate tests, analyze & report results

03/2016 - 05/2016

San Francisco, USA

UX/UI Consultant — Feeding Your Kids Foundation

- Worked with founder to understand her research & developed content strategy
- Designed 3-module onboarding process & conducted usability testing
- Created interactive animated prototype using Flinto
- Continued with iterations, review and validation of design & usability testing until deployment of Android app

01/2013 - 05/ 2013

San Francisco, USA

UX/UI Designer — Parallel

- Collaborated closely with a team of PMs & developers to define scope & research
- Designed onboarding process & conducted usability testing
- Created clickable prototype to help developers visualize implementation

05/2014 - 10/2015

Montreal, Canada

Salesforce Developer — ALDO Group

- Led the transition of an internal company app onto Salesforce platform
- Created automated test scripts for e-commerce team: reduced 20% of time spent on repetitive tasks

01/2013 - 05/ 2013

Ningbo, China

Assistant Project Manager — A.O.I.

- Conducted business & system analysis for 3 rivaling companies - resulted in improvement of final product
- Facilitated team communication using Chinese & English, streamlined workflow & accelerated project planning process

01/2011 - 05/ 2011

Montreal, Canada

Software Developer — Electroline Inc.

- Designed & implemented UI in C++ for Video Monitoring project
- Grew revenue by CAD \$5M by collaborating with graphic designer to redesign the company website

SKILLS

Design

Content Strategy
User flows
Sitemap
Info Architecture
Wireframing
Prototyping

Research

Competitive Analysis
Surveys
User Interviews
Persona Creation
Storyboarding
Usability Testing

Coding

HTML/CSS
C/C++
Java

TOOLS

Creative

Sketch 3
Omnigraffle
Illustrator
Photoshop

Prototyping

POP
Marvel
InVision
Flinto

Management

Zeplin
JIRA
Github

EDUCATION

2011

Sorbonne University
Study Abroad: French

2012

University of Leeds
Study Abroad: Fine Arts

2009 - 2014

University of Waterloo
B.S. Computer Science

2016

General Assembly
UX Design Immersive