

Bridgette Chen

Product designer with 6 years in digital media, specializing in editorial tooling & design systems.
206.739.9142 bridgettechen613@gmail.com bridgettechen.com Seattle, WA

EXPERIENCE

Axios Media

Remote • Fulltime

Product Designer II Mar 2024–present

- Own end-to-end reporter experience across the Axios CMS ecosystem—story writing & publishing, newsletter creation, content syndication, and media asset management.
- Led design for migrating Axios's CMS to Sanity.io, reimagining core editorial workflows while prioritizing the platform's default setup over custom builds to reduce engineering workload and long-term maintenance cost.
- Leading design for AI-powered reporter tooling by introducing a dedicated color ramp and iconography to the Agora design system and defining the UI/UX pattern that flags features as AI-assisted and content as AI-modified.
- Mentor designers through critique feedback and hold knowledge-sharing sessions on building pages with Webflow and designing & prototyping with AI tools.

Product Designer I Jul 2022–Mar 2024

- Sole designer for the Storytelling & Publishing team, owning features from concept to launch for Eden, Axios's own CMS used by reporters to write and publish content.
- Partnered closely with PMs and engineers to shape product direction, conducting user testing to validate ideas and presenting work to executives on high-visibility projects.
- Built and maintained Eden's first component library, then helped consolidate Axios's design systems (App, Web, & Eden) into one unified, token-based system named Agora.

Associate Product Designer Nov 2020–Jul 2022

- Designed cross-channel assets (House Ads, social templates, landing pages) for Growth.
- Owned design and build (via Webflow) for reader-facing pages on axios.com, including Press Releases and Editorial Team.
- Promoted from Growth to Product within 6 months.
- Led design for Axios Local Minisites' MVP launch, which grew to 25 cities by end of 2021, opening new ad, membership, and job board revenue.

Bluevua

Remote • Contract

Design Consultant Jan 2026–Mar 2026

- Provided visual design consulting for a friend's company site redesign, curating and editing images to ensure consistency across the site.
- Designed a custom icon set with different size and fill variants.

Schema Design

Seattle, WA • Paid Internship

Design Intern May 2019–Feb 2020

- Designed and built the site for XY.ai in Webflow with check-ins from a senior designer, including expanding the brand into a visual system, creating a custom landing animation, and iterating through multiple rounds of client presentations.
- Supported ideation, prototyping, and production across multiple client engagements, including concept wireframing, interactive prototypes, and client-facing Keynote decks.

Voyage UW

Seattle, WA • Student Organization

Layout Designer Oct 2018–June 2020

- Designed magazine layouts for multiple issues, collaborating with student editors, writers, and illustrators from concept through print.
- Created social media content and event decks to support magazine launches.

EDUCATION

University of Washington

Seattle, WA • 2016–2020

Bachelor of Design, Visual Communication Design

- **Courses:** Mobile App Design, Web Design, Design Methods, Visual Systems, and more
- **Involvement:** Husky Marching Band, Voyage UW, CLUE Section Leader for Design 166

AWARDS

- **Most Promising Award** at HAXIOS 2025 & 2026 hosted by Axios Media
- **Judge** at Protothon 2025 by DubsTech UW
- **Guest Panelist** for several IxDA UW and ATD events & portfolio reviews
- **Beat the Odds Award & Scholarship** by the Children's Defense Fund

SKILLS

- **Design & Prototyping:** Figma, Adobe Creative Suite, Webflow, Design Systems, Design Tokens, Wireframing, High-Fidelity Prototyping, UI/UX, Visual Design, Interaction Design
- **Research & Strategy:** User Research, User Testing, Competitive Analysis, Design Strategy
- **Artificial Intelligence:** Prompt Engineering, Rapid Prototyping (Claude, Claude Design, ChatGPT), Figma AI Features, Designing AI-Driven Product Features
- **Process:** Agile/Scrum, Cross-Functional Collaboration, Presentation, Documentation
- **Languages:** English (fluent), Chinese (native)