



# VINCENT CHEN

UX/Product Designer

## PERSONAL INFORMATION

### Email & LinkedIn

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## USER EXPERIENCE

Design Sprint  
Information Architecture  
User Research  
Design Strategy  
Product Design  
Visual Design  
Wireframing  
Usability Testing  
Heuristic Evaluation  
Design System  
Accessibility (WCAG & a11y)  
Agile Development Cycle

## SOFTWARE & SKILLS

### UI Design

Figma Sketch

### Generative AI

Figma Make  
Google Stitch  
Midjourney  
ChatGPT  
Google Gemini  
Adobe Firefly  
Claude

### Prototyping & Animation

Figma After Effects

### Adobe Creative Cloud

Photoshop InDesign  
Illustrator Aero

### Whiteboarding

FigJam Mural  
Miro Whimsical

### Presentation

Figma Slides Google Slides  
PowerPoint Keynote

## WORK EXPERIENCE

UX Design Consultant 06.2024–Present

- **Fact Finders Pro:** Partnered with founder and PM on product direction and UX/UI design; participated in early hiring discussions
- **ExxonMobil:** Conducted heuristic evaluation and redesigned Supply Chain Dashboard Hub, improving usability, navigation, and overall experience
- **ExxonMobil:** Collaborated with SMEs to evaluate software vendors, creating UX evaluation rubric and scoring solutions as part of vendor selection process
- **Amazon:** Designed cross-device product launch email templates for the beauty team

Microsoft UX Designer (contract) 09.2023–05.2024

*Worked across two teams: Microsoft Entra and Security Design System*

- Worked with lead designer to integrate acquired 3rd party app into Entra portal, aligning with Fluent Design System for seamless experience
- Created reusable accessibility annotations library in Figma
- Led design of complex loading experience for crucial onboarding wizard, aiming to reduce drop off rate and idle time by 80%
- Audited illustrations, icons, and components in Security Design System, recommending UX and accessibility improvements

Amazon UX Designer (full-time) 05.2022–06.2023

*Amazon Nimble Studio, a division of AWS Creative Tools*

- Designed and shipped cloud-based SaaS, IaaS, and PaaS tools for media and entertainment industry, collaborating with cross-functional team
- Led design and implementation of new feature, resulting in 75% adoption rate, 95% task success rate, and 4.5/5 CSAT score
- Designed setup wizard for high-speed file transfer app beta, reducing onboarding time from 2 hours to 30 minutes
- Created user flows and information architecture using FigJam

UX Design Contractor 2020–2022

*Clients include: Wongdoody, Punchcut, Jiffy, Movley, CureAssist*

- **CVS Pharmacy:** Led transition from outsourced development to scaled in-house design teams by demonstrating ROI of user-centered design to executive leadership
- **Google:** Envisioned next-generation B2C family management and cloud storage products for Google One
- **Capital One:** Integrated new design system across various websites to ensure visual and technical consistency
- **Jiffy:** Shipped B2C insurance tech web app MVP and partnered with founder on pitch strategy to help secure \$1M in seed funding
- **CureAssist:** Designed B2C mobile app for diabetes management and chronic care engagement

## Web Development

HTML CSS

- **Movley:** Delivered Movley Parcel app ahead of schedule with superior user testing results, established scalable UI component library, and architected long-term design management structure

## EDUCATION

### MA. Interaction Design

*Academy of Art University*

**Young & Hungry Creative** Product Strategist Intern Summer 2019

- Developed brand and product strategies aligned with client's business goals

### BS. Product Design

*Art Center College of Design*

**Xonix Electronics Ltd.** Industrial Designer 2014–2017

- Strategized design solution that increased yield rates by 70%
- Conceptualized and helped develop patented UV night glowing technology

**Asus Computer Inc.** Industrial Designer

2013–2014

- Designed 2 concept fashion tablet accessories that were proven more appealing to female consumers from user testing results
- Brainstormed strategies with project managers and the strategy team to help Asus gaining US and female market share