

Tammy Chen

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Education **School of Visual Arts** **Sep 2021 - May 2025**
Bachelor's, Graphic Design GPA: 3.84

Professional Experience **FORA** **New York, NY, USA**
Product Design Intern May 2025 - Present

- Enhanced the insight tracking experience for a B2B platform, informed by user research, to surface strategic updates from meetings, Slack, and other internal data sources for C-suite users, improving the overall quality of digital products.
- Introduced a feed-style dashboard to display weekly insight updates with sentiment cues, and restructured the detail view to improve content clarity and engagement.
- Reimagined the insight creation flow by replacing a long manual form with a conversational interface powered by FORA AI, enabling users to generate structured entries through natural input.
- Contributed to end-to-end design processes by collaborating with founders and engineers, effectively communicating design concepts while creating wireframes and interactive prototypes in Figma to establish scalable UI frameworks.
- Launched the redesigned experience as part of the platform's broader effort to tie unstructured data to strategic decision-making, resulting in improved usability and adoption.

NYC Department of Citywide Administrative Services **New York, NY, USA**
Design Intern Oct 2024 - Present

- Developed 100+ print and digital assets for NYC's cross-agency use, maintaining high standards of typography and attention to detail in compliance with branding and accessibility guidelines.
- Designed presentation materials and signage for major city events, supporting both digital production and onsite setup.
- Collaborated on branding, motion, and illustration projects across 10+ departments to ensure cohesive and inclusive communication.
- Demonstrated effective communication skills by actively participating in design reviews and planning meetings, contributing to improved project alignment and execution.

Geqianqian **Fuzhou, FJ, China**
Designer Jan 2023 - Jun 2024

- Directed product photography and created visual assets for digital ads, e-commerce, and print.
- Redesigned the brand's WeChat Mini Program, leading to a 25% increase in user engagement within the first month.
- Developed packaging for new product lines, aligning design with consumer trends to enhance shelf appeal.
- Conducted trend research to support seasonal campaigns and ongoing product refreshes.

Skills Figma, Adobe Illustrator, Adobe After Effects, Adobe Photoshop, Webflow, HTML/CSS, Interaction Design, Information Architecture, Adobe Creative Suite, Adobe Lightroom, UI/UX Design, Product Design, Communications, Animation, Graphic Design, Adobe Indesign, Wireframing, Prototyping, p5.js, Design System