

Hazel Chen | UIUX Designer

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Experience

Founding UIUX Designer

Rexhibit | *October 2024 – Present*

- Led the end-to-end design of a 14-page web platform, improving user retention by 1.5× and achieving 2× above-target acquisition.
- Built the company's 0→1 UX foundation—design system, interaction rules, and content standards—reducing cross-functional alignment time by ~30%.
- Designed animations, micro-interactions, and a cohesive content style guide that increased dwell time by ~28%.
- Conducted 9 user interviews and 5 usability tests, raising first-time task success by ~40%.

Content Designer

Avant-garde Art Projects | *January 2024 – October 2024*

- Produced 44 digital publications across 3 platforms, generating 130K+ views and boosting engagement by ~30%.
- Designed interfaces for 8 exhibitions and 35 artist interviews, improving repeat visitor rate by ~22%.
- Collaborated with 43 international artists and implemented a content workflow that cut production time by 25%.

Graphic Designer

Analog Studio | *September 2021 – December 2023*

- Created social campaign visuals generating 250K+ organic impressions and increasing engagement significantly.
- Designed e-commerce PDPs and campaign assets that increased user engagement by ~30% and raised sales conversion by ~12%.
- Produced VM assets for L'Oréal—including store signage and promotional graphics—maintaining consistent retail brand presence.

Education

Bachelor of Fine Arts

School of Art Institute of Chicago | *September 2020 – May 2024*

- Recipient of the Creative Honor Scholarship.
- Participated in 11 group exhibitions and curated four exhibitions.

Skills

Design

User Research, UIUX Design, Interaction Design, Motion Design, Wireframing, Visual Design, Design System, A/B testing, HTML/CSS Literacy

Tools

Figma, Sketch, Adobe Suite, Google Analytics, Webflow, Framer, Miro