Hazel Chen

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EDUCATION

School of the Art Institute of Chicago   **Chicago, IL**
Bachelor of Fine Arts   Sep 2020 - May 2024
- Recipient of the Creative Honor Scholarship
- Participated in 11 group exhibitions, curated four student exhibitions, and received seven awards

WORK EXPERIENCE

Rexhibit   **New York, NY**
Founding UI/UX Designer   Oct 2024 - Present
- Led product experience strategy and interaction design for three v1 and evolving products, establishing creative direction and design quality standards that supported 28% improvement in user engagement within six months
- Set and executed design direction across three products, balancing customer needs and business goals, contributing to 22% improvement in key product metrics (retention and activation)
- Drove cross-functional collaboration across design, product, and engineering teams (15+ stakeholders) from early discovery through implementation, accelerating delivery timelines by 25%
- Partnered closely with Product Management, Engineering, and executive leadership on six strategic initiatives, shaping solutions that were technically feasible and aligned with product strategy
- Built a design system from the ground up with 64 reusable components and patterns, enabling teams to ship features 34% faster

Avant-garde Art Projects   **Chicago, IL**
UI/UX Designer   Jan 2024 – Present
- Owned end-to-end design execution for four complex product areas, leading work from problem definition through delivery, resulting in 31% reduction in task completion time
- Developed creative solutions for nine complex user journeys by mapping end-to-end experiences and addressing 14 major usability pain points
- Designed intuitive workflows simplifying 12 multi-step processes, improving task success rates by 27%
- Conducted and synthesized insights from 18 user interviews, surveys, and behavioral analyses, informing experience decisions impacting 40K+ users
- Translated qualitative and quantitative research into eight actionable design improvements, iterating based on feedback and experimentation
- Grounded design decisions in research and product metrics, contributing to 19% increase in feature adoption

Analog Studio   **Shenzhen, China**
UI/UX Designer Intern   Sep 2021 – Dec 2023
- Supported implementation and maintenance of 40+ reusable components within an existing design system, improving visual and interaction consistency across 5+ client projects
- Produced 30+ wireframes and low- to mid-fidelity prototypes in Figma, used directly in usability testing and internal design reviews
- Helped synthesize user research findings and usability feedback into documented insights
- Collaborated with designers and engineers to iterate on UI details and interaction patterns based on feedback
- Contributed to improving visual and interaction consistency across multiple client projects

SKILLS

User Research: User interviews · Qualitative research · Empathy mapping · User personas · Pain point identification · Desk & industry research · Competitive analysis · A/B testing · Affinity mapping
UX Design: Information architecture · User flows · Task flows · Sitemaps · Wireframing · Prototyping · Journey mapping
UI Design: Motion design · Cognitive load reduction · Visual hierarchy · Typography · Color systems · Grid & layout · Iconography · Responsive design · Accessibility (WCAG) · Design consistency & craft
Tools: Figma · Webflow · Adobe Creative Suite · Framer · Sketch
Development: HTML · CSS · JavaScript