

# Hazel Chen

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## EDUCATION

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### 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

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### Rexhibit

New York, NY

Founding UI/UX Designer

Oct 2024 - Feb 2026

- 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 – Nov 2025

- 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

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**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