Jie Chen

Product Designer

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📍 Los Angeles, CA

Experiences

Product Designer - The Donovan's Venom

September 2023 - Present · Remote

- Leading the enhancement of The Donovan Piano Room's web app, focusing on optimizing the account settings flow to improve user experience.
- Spearheaded the design of 'Learning Tab' for The Donovan Piano Room book app, incorporating 100+ lessons and interactive tests, enhancing engagement, and fostering children's love for music exploration.
- Collaborated with product leaders, engineers, and stakeholders to inform product roadmaps through user interviews and testing.

Product Designer (Contract) - Dr.Lambda AI

October 2023 - January 2024 · San Francisco, CA

- Shipped onboarding feature 0-1 of Dr. Lambda AI's web app, an AI-driven platform for creating professional slides, serving over 10,000+ users. Achieved a 17% increase in user completion rates and a 12% rise in new user subscriptions, reaching the rank of #2 on the product hunt launch date.
- Led design research using a mix of methodologies, including primary research with 10 participants, 5 usability tests, heuristic evaluations, and benchmarking analysis to compare our product with competitors, leading to 4 successful design iterations of user flows and prototype development.
- Collaborated closely with project manager, senior designers, and engineers, facilitating stakeholders' reviews throughout the entire design process. Defined design rationale, prioritized features, and ensured alignment with business goals.

UI/UX Design Intern - Harvard in Tech

May 2023 - August 2023 · Remote

- Redesigned the homepage of HiT website, resulting in a 20% increase in net promoter score by enhancing user experience for searching and browsing.
- Established and refined the design system, ensuring uniformity and cohesion across diverse web elements, including layouts, color palette, typography, and visual components.

Multimedia Designer - IDEAT · French Magazine

October 2019 - March 2023 · Shanghai, China

- Led the implementation of the digital magazine's UI, optimizing content presentation and increasing mobile readership by 18%.
- Collaborated with content teams and engineers to align design with business goals, ensuring that the visual elements complemented the content and contributed to achieving broader business objectives.

Education

Google UX Design Certification

December 2022 - June 2023

The University of Texas at Austin

MA in Art History
August 2021 - May 2023

Shanghai University

MA in Arts Management
September 2014 - May 2017

Xi'an Academy of Fine Arts

BA in Graphic Design
September 2010 - May 2014

Skills

Design

Design Thinking, UX strategy, User flows, Experience mapping, Wireframes, Prototypes, Typography, Mockups, Branding

Research

User interviews, Field Study, Usability testings, Persona hypothesis, Competitor analysis, A/B testing

Tools

Figma, Adobe XD, Miro, inVison, Sketch