KoWei Chen

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EXPERIENCE

UX Specialist & Design Strategist

Artfuse | SEP 2016 - DEC 2020

- Developed creative strategy and design research plan for Artfuse, a social media and networking platform for creative professionals.
- Created a minimal viable prototype that successfully communicated the platform's core value offering based on the insights from design research.
- Created pitch deck and UI mockups that helped Artfuse reach the finals of eBay and GriffinWorx Accelerator Startup Cup, gain acceptance to Founder's Institute, and close seed-round funding.

Account Executive

ChingFa Fishing Implements Ltd. | AUG 2018 - AUG 2020

- Managed over 20 clients in Australia, Canada, and Europe markets and achieved over 2 million USD annual sales.
- Improved UX of the internal order system to efficiently organize client data and reduce miscommunications between the sales and manufacturing departments.
- Conducted client visits to learn about and satisfy their needs. Conducted in-depth market research to find new business opportunities.

UX/UI Designer

CM2 | JUN 2018 - APR 2019

- Designed and implemented landing page with Bootstrap, HTML, and CSS.
- Designed and developed CM Square Investment Platform with the focus of creating a playful yet user-centric experience that makes real-estate investing more approachable.
- Developed the brand and image style guides.
- Designed a wide range of marketing materials from social media banners to promotional

Product/UX Intern

Perpetual | JUN 2016 - AUG 2016

- Designed landing pages and Open edX platforms UI for the non-profit Families First and universities such as Iowa State University and African Leadership University.
- Chosen by management to interact with clients as a result of quickly learning agile development and project management processes.

EDUCATION

Syracuse University
Industrial and Interaction Design (B.I.D) | Class of 2017
Whitman School of Management, Marketing Minor
Syracuse University London Program, Spring 2016

SKILL

Design
Agile Development, Design Research, Design Strategy, Interaction Design, New Product Development, Product Design, User Experience Design, User Interface Design, Visual Communication

Software
Figma, Illustrator, InDesign, InVision, Photoshop, Sketch

Programming
CSS, GitHub, HTML, Java Script, Python

Language
Fluent in English, Mandarin, and Taiwanese. Basic understanding of German and Spanish