Xiuwen Chen (Wendy)
UX Designer

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Experience

Junior UX Designer
News World Service, BBC
01/2023 to Present
London, UK

- Led UX design for World Service web index space (Article and Live event pages) across 41 languages.
- Delivered and launched new Live event page design that drove over 600,000 views for the Hindi page in a single day during the 2024 Indian election.
- Designed and launched high visual impact Billboard component to support big news event, increasing Persian service traffic by 450% and achieving a 20% click-through rate during a major event in May 2024, significantly boosting engagement.
- Developed a Figma design library and engineer handover template for World Service UX team, enhancing team efficiency.
- Collaborated cross-functionally within a Scrum framework, working closely with product and engineering teams to uphold design standards and support sprint objectives.

UX Design Trainee
BBC
01/2022 to 01/2023
London, UK

- Launched new Tide Table and Map options for the Weather app across iOS and Android, which received great user feedback from the App store review.
- Worked as design researcher, designed and facilitated user testing sessions for the BBC Children's App and games (CBeebies and CBBC) in collaboration with a research agency.
- Enhanced the native app experience for the News app's weather components.

Summer Design Intern
PUBLIC group
07/2021 to 09/2021
London, UK

- Conducted user research, created visual report and interactive prototype design for Cabinet Office's internal project.
- Redesign the PUBLIC company website following brand guidelines using Webflow.

Part-time UI Designer
University of the Arts London
04/2021 to 07/2021
London, UK

Developed UI design for UAL's 2021 Graduate Showcase website by aligning with brand guidelines and evolving design system components, reducing user queries by 65%.

UI/UX Designer
31Ten Digital Agency
05/2020 to 10/2020
Shanghai, China

Delivered UI/UX design for luxury and beauty brands, pitched redesign proposals, conducted market research, user flows, and created wireframes/UI for WeChat mini programs to enhance mobile digital experiences.

Clients I worked with: Hermes, Dior J'adore, FedEx, SHISEIDO, APM Monaco, and Christie's.

Education

MA User Experience Design, Distinction
London College of Communication, University of the Arts London
09/2018 to 01/2020

MA Graphic Media Design, Merit
London College of Communication, University of the Arts London
10/2020 to 01/2022

BA Information and Communications
Shih Hsin University
09/2014 to 06/2018

- 3.7 GPA with Merit Scholarship
- Minor in Graphic Communications Digital Publishing

Skills

- Responsive, Accessible Interface Design for Web, App, and TV
- Wireframing and Mockups,
- High-Fidelity Designs
- Interactive Prototypes
- User Research and analysis
- User Testing Facilitation
- Design Discovery Workshop Facilitation
- User Flow & Journey Mapping
- A/B & Multivariate Testing (MVT)
- Screen Reader UX Documentation for Accessibility Compliance

Tools

- Figma, Sketch, Zeplin
- Adobe Photoshop, Illustrator, InDesign, Premiere, After Effects
- Procreate