

# Xiuwen Chen (Wendy)

UX Designer

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## Work Experience

### UX Designer, BBC

#### World Service, Research & Development

01/2023 to Present

London, UK

- Led web design for [BBC World Service](#) article and Live event pages across 41 languages. Redesigned and introduced TV streaming to the Live event page, boosting engagement during major events like the 2024 Indian and US elections.
- Designed and delivered a lite site experience for low-network audiences, driving the successful MVP launch and site-wide promotions of the [African Gahuza service](#) in December 2024.
- Established a foundational World Service Figma design library that greatly enhanced efficiency for the World Service UX team.
- Collaborated within a Scrum framework with product and engineering teams, upholding design standards and delivering sprint objectives.
- Delivered design discovery for BBC iPlayer's future media playback during a Hotshoes placement with R&D, securing funding for the Flexible Media initiative.

### UX Design Trainee, BBC

#### News & Weather App, System & Service Design, Design Research

01/2022 to 01/2023

London, UK

- Launched new Tide Table and Map features for the Weather app on iOS and Android, earning positive feedback in App Store reviews.
- Designed and facilitated user testing sessions for the BBC Children's App and games in partnership with an external research agency.
- Enhanced the weather-checking experience for the News app.

### 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.
- Redesigned 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, reducing user queries by 65%.
- Evolved design system components with the UAL design team.

### UI/UX Designer, 31Ten Digital Agency

05/2020 to 10/2020

Shanghai, China

Delivered UI/UX design for clients, pitched design 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.*

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## Education

### MA Graphic Media Design

London College of Communication,

University of the Arts London

Merit

10/2020 to 01/2022

### MA User Experience Design

London College of Communication,

University of the Arts London

Distinction

09/2018 to 01/2020

### BA Information and Communications

Shih Hsin University

09/2014 to 06/2018

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

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## Skills

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

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## Tools

- Figma, Sketch, Zeplin
- Miro, Figjam
- Adobe Photoshop, Illustrator, InDesign, Premiere, After Effects
- Procreate
- Jira & Confluence