

Emerald Chen

Experience Designer / Developer

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Emerald Chen is an Experience Designer with a multidisciplinary background in visual design and creative technology, specializing in graphic design, branding, web design, and interactive design. With a passion for user experience and visual storytelling, she strives to create engaging, innovative, and meaningful experiences that speak, feel, and connect.

EXPERIENCES

Visit XR Designer @Meta

2024, London, UK

- Researched and designed immersive XR experiences addressing global issues, integrating AI and sustainability principles with spatial and interaction design.
- Collaborated with designers, engineers, and artists across Meta, RCA, and K-Arts, focusing on user interaction flows, experiential storytelling, and 3D modeling.
- Featured in 3 international exhibitions (Seoul, London, Eindhoven), reaching 5,000+ attendees; selected for Dutch Design Week 2024 from 200+ entries.

Digital Content Designer (Freelance/Contract)

2022 – Present

- Designed and delivered digital experiences, brand identities, and visual contents for cultural and commercial institutions including the V&A Museum and Fringe Festivals.
- Created high-impact creative assets across print, web, and social platforms with multi-disciplinary design abilities.

@V&A Museum South Kensington

London, UK

- Led visual identity for a public exhibition, including key visuals, motion graphics, and responsive assets across social platforms.
- Supported audience engagement with accessible design, reaching over 7,000 viewers across physical and digital platforms.

@A.M. Playhouse

Edinburgh, UK / Adelaide, AUS

A production company and a performing arts agency with projects across Europe, Asian and Australia.

- Participated in performing arts productions as a creative director and content manager at the Edinburgh and Adelaide Fringe Festival. Responsible for delivering digital promotional campaigns, visual coordination, photography, and video editing.

@Royal College of Art

London, UK

- Led print and content design for the MA Information Experience Design Degree Show, acting as project manager and creative director.
- Developed exhibition key visuals, user-oriented guides and promotional assets across multiplatform, enhancing engagement and audience experience.

Brand/UX Designer @ChipMastery Ltd.

2023, Hsinchu, Taiwan

- Led the brand identity development as a project manager and designer, created a comprehensive VIS adopted across internal and external assets.
- Worked closely with business stakeholders to ensure brand experience consistency across web, decks, and events.
- Developed scalable digital assets including logo design, web landing page, pitch decks and business card, improving brand clarity and contributing in client conversion.

Brand/UIUX Designer @BLND Academy

2022, Taipei, Taiwan

- In charge of online courses development and social media management. Designed 5+ online course interfaces and branding assets to improved user retention.
- Created consistent brand materials (ID cards, web UI, pitch decks), and assisted in offline courses, workshops, and panel discussion.
- Edited and launched 30+ educational videos, streamlining learner experience and increasing course enrollment.

Product Designer/Researcher

@Taipei Veterans General Hospital

2022, Taipei, Taiwan

- Participated in the Dementia Education Research and Smart Care Project. Collaborated closely with medical professionals on field and user research, experience design, and cognitive training support to developed an interactive training device for dementia patients to enhance cognitive function and overall well-being.

EXHIBITIONS

Hanger Space Gallery

Reverse Alchemy, London, UK, 2024

Dutch Design Week: Real Unreal

Reverse Alchemy, Eindhoven, NL, 2024

Victoria & Albert Museum

A World of Many World, London, UK

Brompton Cemetery

Reveries In The Round, London, UK, 2024

Woolloomooloo Xhibit

Gemini Self Battles, Taipei, TW, 2022

HONOR & AWARD

Royal College of Art I 2023

Received a Deputy Vice Chancellor's International Bursary

Vision Get Wild Award I 2022

Nominated for Group Multidiscipline Award

EDUCATION

Royal College of Art I 2023 – 2024

MA Information Experience Design

Tatung University I 2018 – 2022

BA Media Design, Interactive Design Diploma

SKILLS & TOOLS

Design Ability

Comparative Analysis / User Journey Mapping / Persona / Storyboarding / Mood Boarding / Wireframing / User Interface Design / Prototyping / User Testing

Visualization

Illustration / Graphic Design / 2D Motion Graphic / 3D Modeling / CIS Design / Generative Arts

Software

HTML/CSS / Adobe Suite / Figma / Touch Designer / Notion / Miro / P5.js / Arduino / Procreate / Midjourney / Autodesk 3D Maya

LANGUAGES

English – Fluent
Mandarin – Native
Japanese – Basic