Vivian Chen | UI/UX Designer and Researcher

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Education

UX Design Professional Certificate, Google	**December 2022 - March 2024**
California Single Subject Teaching Credential, CSULB	**Fall 2021 - Fall 2022**
Bachelors of Science, Biology, University of California, Riverside	**Fall 2016 - Spring 2020**

Work Experience

SHE+SKY — *Graphic Designer*   June 2025 - Present
- Designed and managed web and marketing assets, including promotional banners, email graphics, and seasonal campaigns, ensuring consistency with brand identity across digital touchpoints
- Collaborated with developers to redesign the UI and layout of a website refresh, contributing wireframes and layout direction to improve visual hierarchy, user flow, and responsiveness across devices
- Developed and optimized ad creatives for Google Ads, Performance Max, Meta Ads, and AdRoll, ensuring brand consistency across paid marketing channels
- Monitored performance metrics and content engagement to refine creative strategy based on data insights

Build.IRL — *Product Designer*   January 2025 - April 2025
- Led the design strategy and development of minimum viable product for an early-stage startup, focusing on core functionality and user experience
- Established cohesive design system to ensure visual consistency across all product touchpoints and streamline future development

Altitud — *UI/UX Designer*   July 2024 - May 2025
- Collaborated closely with cross-functional teams including developers, product managers, and stakeholders to design and implement intuitive user interfaces and experiences for an e-commerce web and mobile application
- Conducted user research, created wireframes, prototypes, and high-fidelity mockups to validate design concepts
- Leveraged Agile methodologies to manage the design process, facilitate design reviews, and ensure timely delivery of design assets to the development team

Projects

Fragrantica Redesign | Aug 2024 - Sept 2024
- Led comprehensive redesign based on in-depth heuristic evaluation, identifying key user pain points and usability barriers
- Developed responsive design solutions including a mobile web interface and native app concept to support on-the-go user research needs
- Tested information architecture solutions to improve content organization and reduce cognitive load
- Created high-fidelity prototypes demonstrating enhanced user flows and intuitive navigation patterns

SourcED Educational Platform | Sept 2022 - Nov 2022
- Led a collaborative team to design an innovative educational platform focusing on student engagement and streamlined learning management
- Synthesized research findings into actionable insights that drove platform design decisions
- Developed wireframes and high-fidelity prototypes in Figma, incorporating social features and communication tools to address post-pandemic student engagement challenges
- Utilized competitive analysis of existing educational portals to identify opportunities for platform consolidation and enhanced user experience
- Created and managed project documentation including site maps, user flows, and style guides to ensure consistent design implementation across the team

Skills

Programs: Figma, Adobe Photoshop, Adobe Illustrator, Adobe XD, Canva, Framer, Webflow
Technical: User Research, Prototyping, HTML, CSS