Alex(Tze-Yu) Chen

Product Designer with 4+ years of experience crafting scalable solutions, conducting research, and creating prototypes

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Portfolio: byalexchen.com

EXPERIENCE

UX Designer & Researcher / University of Washington
Aug. 2023 – Present / Seattle, WA, USA

- Designed and prototyped a generative AI system transforming research papers into digestible formats for designers
- Led a 3-person team to optimize Project Sidewalk, a crowdsourcing platform for accessibility data. The platform was **deployed in 11 cities worldwide**

UX Designer / BORING Design Lab
Oct. 2022 – May. 2023 / Taipei, Taiwan

- Led the end-to-end UX design of Taishin Bank's credit card reward system. **Increased monthly active users by ~700%** through redesign
- Facilitated workshops for cross-functional teams (PMs, engineers, and other stakeholders) to improve user understanding, ideation and team alignment

Research Assistant / National Yang Ming Chiao Tung University
Oct. 2019 – Dec. 2022 / Hsinchu, Taiwan

- Studied Human-AI interaction to determine the optimal timing and principles of providing guidance for chatbot users. The research was **published at CHI '22** and **received an honorable mention for the Best Paper Award**
- Designed and developed CAMPUS, an accessibility map for the NYCU campus. Developed system front-end with the React framework

UX Fellow / Office of the Digital Minister (Taiwan)
Jul. 2021 – Aug. 2021 / Taipei, Taiwan

- Led a team of 4 to redesign the Taipei City Public Daycare Application Portal. Worked with different populations to optimize inclusive design
- Delivered responsive design compliant with WCAG standards. **Increased System Usability Score from 58 (25th percentile) to 85 (96th percentile)**

Founding UX Designer / Horizone Studio
Jul. 2020 – Nov. 2020 / Hsinchu, Taiwan

- Led the 0-to-1 design of Dent&Co, the first integrated dentist reservation and review platform in Taiwan
- Designed surveys, conducted interviews, and hosted a codesign workshop to inform design. The final product **gained 140K+ registered users** in 2 years

EDUCATION

Master of HCI + Design
University of Washington
Aug. 2024 / Seattle, WA, USA

B.B.A. in Management Science
B.S. in Computer Science
National Yang Ming Chiao Tung University
Jun. 2022 / Hsinchu, Taiwan

SKILLS

Design
Information Architecture
Design System
Journey Mapping
Codesign Workshop
Wireframing
Behavioral Design

Research
Interview
Survey
Contextual Inquiry
Usability Testing
Concept Testing
Thematic Analysis
Coding

Prototyping
Figma
HTML / CSS / JavaScript
Python
Unity / C#
Storyboarding
Physical Prototype
Arduino
3D Printing / Laser Cutting