Alex(Tze-Yu) Chen

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Portfolio: byalexchen.com

Product Designer with 3+ years of experience crafting end-to-end design

EXPERIENCE

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

- **Led a 3-person team** to optimize crowdsourcing accessibility data collection through Project Sidewalk, a platform deployed in 11 cities worldwide
- Leveraged generative AI to transform research papers into digestible formats for designers, improving utilization of academic research

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 drive ideation and design decisions

Student Researcher / 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 task-oriented chatbots. **Research published at CHI '22**
- Designed CAMPUS, a crowdsourcing platform collecting accessibility data on campus. Developed the system front-end with the React framework

User Experience Intern / Office of the Digital Minister
Jul. 2021 – Aug. 2021 / Taipei, Taiwan

- Redesigned the Taipei City Public Daycare Application Portal. Delivered **WCAG-compliant** design and **increased System Usability Score from 58(25th percentile) to 85(96th percentile)**

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

- **Led the end-to-end UX design** of Dent&Co, Taiwan's first dentist reservation and review platform. **Gained 140K+ registered users in 2 years**

SELECTED PROJECTS

Crumbz: Multimodal Language Learning for Couples
Interaction Designer & Lead Researcher / Mar. 2024 – Aug. 2024

- Designed and led research for Crumbz, an LLM-powered, interactive language-learning service for multilingual couples
- Conducted dyadic interviews with **16 participants**. Led ideation sessions, proposed ubiquitous interaction methods, and designed multimodal UIs

Mix-methods Study on AI Chatbot Guidance Design
Researcher and 3rd Author / Nov. 2022

- **Conducted mixed-method studies**. Leveraged coding, thematic analysis, and affinity diagramming for qualitative data; R and Python for quantitative analysis
- Paper received **an honorable mention for the Best Paper Award** at CHI '22

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
Jan. 2023 / 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
ProtoPie
Storyboarding
Physical Prototype
HTML/CSS/JavaScript
Python
Unity/C#
Arduino
3D Printing/Laser Cutting