

Ao Chen, UX/Product Designer
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RELEVANT EXPERIENCE

UX Design Research Intern, Netease Company

Mar 2021 - July 2021 | Hangzhou, China

- UX researching, designing, prototyping, and conducting usability testings for multiple apps, websites, games including Naraka, Marvel Duel to enhance user experience.
- Designed a mobile game and a trading platform in the app NetEase Planet to achieve a higher conversion rate. Collaborated closely with a cross-functional team of PMs and developers and received positive feedbacks.

Lead UX Designer, MusePot

Aug 2021 - Now | New York, US

- Led, researched and designed MusePot website and app to help people trade music beats and lyrics, work on a team with PMs, developers to finalize the product strategy.

Product Designer, FANTasy

Sept.2019 - Feb.2021

- Accomplished interaction design, prototyping, usability tests and iterations for FANTasy - an immersive traditional Chinese art theme interaction experience to digitalize and better preserve cultural heritage.
- The project won 5 crucial national design awards with bonus rmb20000, obtained a utility model patent and attracted attention from several digital art companies.

Visual Designer, Zhejiang University

Sept.2016 - June.2018

- Designed visual promotions for 15+ university events.
- Led a team of 20+ people in a student organization, held 10+ visual design workshops to coach ZJU students graphic and interaction design in Adobe creative suite.

EDUCATION

New York University

Sept 2021 - May 2023(expected) |NY
M.S. in Integrated Design & Media

Zhejiang University

Sept 2016 - June 2020 | China
B.A. in Product Design GPA: 3.91/4.00

University of California, Berkeley

July 2018 - Aug 2018 |CA
Summer Program GPA: 4.00/4.00

AWARDS

New York University

Tandon Graduate Scholarship | 2021

International College Student Art Award

Winner | 2020

"Uncommon Thinking" China's First ICH Digital Design Competition

National Silver Award | 2020

Digital Creative Design Competition

Winner | 2020

Zhejiang University

Academic Excellence Scholarship | 2017

TOOLS

Adobe Creative Suite

Figma / Sketch / Axure / InVision

JavaScript (p5), HTML/CSS, Java, C

Arduino

Rhino, Keyshot

SKILLS

Interaction Design

Low to High Fi Wireframing/Prototyping

Visual Design

User Research

Basic Programming