

# Joy Chen

www.joychen.info

(86)18664168820

chanchogwen@gmail.com

## EXPERIENCES

### Sweetcode Technology

Product Designer

*Beijing, China  
Oct 2015 till now*

- Work as lead designer in the agile team to develop a AI-based poker game.
- Plan and conduct user research to gather feedback for iteration.
- Craft the information architecture and create UX flow of each feature.
- Design the interfaces and help implement the visual design.

### Groupon, Inc.

Product Designer

*Palo Alto, CA  
Jul 2014 ~ Jun 2015*

- Took charge of the UX and UI design for the booking page and deal setup process in Groupon Merchant Center (for US merchants); Teamed with product managers, engineers and the operation staff to deliver products.
- Participated in the iteration of the booking feature in Merchant mobile app (for both US and European merchants), including user research, wireframing, prototyping and visual design.
- Involved in the design of merchant mobile app on tablet, with a main focus on the login flow.

### Hothouse Labs

Design Intern

*San Francisco, CA  
May 2013 ~ Jul 2013*

- Performed user research, and created prototypes for the onboarding process.
- Designed wireframes and interfaces for the company website.
- Created posters for the statements of company culture.

## PROJECTS

### Beginner's Mind.fm

Co-host

*Fall 2015 till now*

- Edit and publish a weekly podcast on diverse topics, from wearables, furniture rental, to senior care; dissecting each topic from the perspectives of business, design and regional differences.
- For show notes and more details, check out <http://beginnersmind.fm/>

### Loco App

Product Designer

*Summer 2016*

- Defined the main features and created complete UX flow of the local concierge app.
- Designed the visual style and UI of the MVP version.
- Planned user research for further feedback and iteration.

### EvaHealth System

UX Designer

*Fall 2015*

- Defined the information architecture of the medical data management system with the team.
- Designed the visual interfaces of the web-based system.
- The system is currently under beta testing.

### Roboterra

Web Designer

*Summer 2015*

- Designed the web-based course management system for students and teachers.
- Worked with front-end engineers to implement the design.
- The site has not been released because of company priorities.

### China Machine Press

Translator

*Summer 2012 ~ Fall 2013*

Translated the book “*Visual Complexity*” (*Manuel Lima, 2011*) into Chinese with another designer. The book was published in August 2013 by China Machine Press.

## EDUCATION

*Aug 2012 ~ Jun 2014* **Carnegie Mellon University**  
Master of Design in Interaction Design

*Aug 2008 ~ Jun 2012* **Sun Yat-sen University**  
Bachelor of Arts in Public Relations

## DESIGN

Contextual Inquiry  
Ethnographic Research  
Experience Mapping  
Information Design  
Scenario

Sketching  
Persona  
Prototyping  
Video Sketching  
Wireframing

## TECHNIQUES

Sketch App  
Adobe Creative Cloud  
Final Cut Pro 7  
HTML/CSS/JavaScript