Emily Chen

UI/UX Strategist

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Summary

Results-driven UI/UX Strategist with 5+ years of experience in driving user-centered design solutions that boost conversion rates by 25% and increase customer satisfaction by 30%. Proven track record of leading cross-functional teams to launch 10+ successful products, with a 95% client satisfaction rate.

Experience

Senior UI/UX Designer

Google • Mountain View, CA • Jan 2020 - Present

Led the design of 5+ products, resulting in a 20% increase in user engagement and a 15% increase in revenue. Collaborated with cross-functional teams to launch 3+ products, with a 90% client satisfaction rate.

- Conducted user research and created user personas to inform design decisions
- Designed and prototyped interactive and dynamic user interfaces using Figma, Sketch, and Adobe XD
- Developed and maintained design systems and style guides to ensure consistency across products
- Collaborated with engineers to ensure design feasibility and implemented designs into production

UI/UX Designer

Facebook • Menlo Park, CA • Jun 2018 - Dec 2019

Designed and launched 2+ products, resulting in a 10% increase in user engagement and a 5% increase in revenue. Worked closely with product managers to develop product roadmaps and design strategies.

- Conducted user research and created user personas to inform design decisions
- Designed and prototyped interactive and dynamic user interfaces using Figma, Sketch, and Adobe XD
- Developed and maintained design systems and style guides to ensure consistency across products
- Collaborated with engineers to ensure design feasibility and implemented designs into production

Skills

User Research
User Personas
Wireframing
Prototyping
Visual Design
Design Systems
Figma
Sketch
Adobe XD
Communication
Collaboration
Project Management

Education

Bachelor of Science

Stanford University

Stanford, CA

Sep 2014 - Jun 2018

Design • 3.5

Certificates

Certified UX Designer

Nielsen Norman Group

Jun 2019

Completed a 6-month course on UX design principles and methodologies

Languages

English • Native

Hobbies

Hiking