

# JOYCE CHEN

## CONTACT

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## EDUCATION

UC Berkeley  
B.A. Cognitive Science  
GPA: 3.7  
Graduation: May 2018

## SKILLS

UI/UX Design  
Interaction Design  
Sketch  
Framer  
Adobe Illustrator  
Adobe InDesign  
Adobe XD  
Invision  
Basic HTML/CSS  
Product Management

## EXPERIENCE

### **EAvision Tech, Web & UI Designer (Sep 2017 - Present)**

- design experiences to address the problem of operating and monitoring one of the first fully autonomous industrial drones
- work closely with engineering team to define scope and understand limitations in this emerging industry

### **Adobe, Experience Design Intern (May 2017 - Aug 2017)**

- explored mobile concepts for enterprise team
- broke down complex workflows to create a more seamless mobile experience across customer types
- responsible for end-to-end design including sketches, wireframes, visual design, interaction design, prototype, and final specs for engineering team

### **FitBliss, Product Designer (Dec 2015 - Dec 2016)**

#### UI/UX DESIGN (70%)

- designed a simplified and more intuitive web app UI for enterprise wellness platform
- created admin console system to support user engagement

#### PRODUCT MANAGEMENT (30%)

- defined measurable goals to determine success of usability with pilot of 200+ participants
- managed road map and release schedules by synthesizing qualitative and quantitative data
- mentored summer design intern

### **Yogatailor, Visual Design Intern (May 2015 - Dec 2015)**

- collaborated with a multi-disciplinary team of designers and developers during design and iteration processes
- designed UI and icons for iOS app

### **AlikeAudience, UX Design Intern (July 2015 - Sep 2015)**

- analyzed competitors to understand data management platforms and data visualization
- designed responsive platform portal for beta version