

SANDI / CHEN

UX/UI PRODUCT DESIGNER * WWW.SANDICHEN.COM

In the last decade, I have worked in traditional graphic design, product, UX & UI. I have helped strategize, lead & release number of products. From the first AR social platform to a marketing-in-a-box web app. To me, design has always been the best way we communicate, tell a story, and make an impact on one another.

EXPERIENCES

2019 SENIOR PRODUCT DESIGNER

Walmart Technology. Austin, Texas
Partnered with the Walmart internal AI chat bot team. Defined design roadmap, released component library and user flows.

2019 DESIGN LEAD

Sumo. Austin, Texas
Established user-centric culture and new process. Helped lead the company rebrand and created the first automated all-in-one marketing toolbox for online small businesses.

2017 UX DESIGNER

Chaotic Moon / Fjord. Austin, Texas
Conducted research and workshops to design and validate concepts for clients like Hertz, USPS MyPO, and Engie.

2016 PRODUCT DESIGNER

Verizon Innovation Lab. Palo Alto, California
Worked closely with project management and development to brainstorm and create new ideas, tools, and apps. Led and released OUTTA, the first AR social app, and WatChat, a hyper-sharing and watching app, among others.

2014 GRAPHIC DESIGNER

San Francisco & Seattle
Began freelance work with design firms focused on eco-design, multimedia, packaging, web design, marketing, and branding.

SKILLS

MANAGEMENT

- Task definition and management of design team
- Project prioritization
- Provide design direction
- Sync with Dev, PM, leads and CEO

UX/UI PRODUCT DESIGN

- Project research and workshop facilitation
- Concept development
- Low-fi and hi-fi validation
- UX and UI guideline and annotations
- Redlining for production

GRAPHIC DESIGN

- Branding & Logos
- Packaging
- Editorial
- Web design & Animations

TOOLS

Sketch, Principle, HTML, CSS, Adobe Illustrator, Photoshop, InDesign, & After Effects.

DEGREE & AWARD

BACHELORS OF FINE ART

California College of the Arts (CCA/CCAC)
San Francisco, California

CAUSE/EFFECT AWARD

AIGA, San Francisco

FOR THE FULL JOB EXPERIENCES:

 [linkedin.com/in/sandichen](https://www.linkedin.com/in/sandichen)

 www.sandichen.com

 sandi.i.han@gmail.com