

SANDI / CHEN

DESIGNER & UX/UI PRODUCT * WWW.SANDICHEN.COM

In the last decade, I travelled through traditional graphic design, product, UX & UI. I helped strategize, lead & release number of products: the first AR social platform & marketing-in-a-box service app. To me, design has always been the best way we communicate, tell a story, and make an impact to 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. Help led 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
My works covered research, workshop, design, and validate. Worked with high profile clients, we reimagined the new car rental and purchase experience (Hertz), manager's end-to-end routine (USPS), and tool for door-to-door salesman (Engie).

2016 PRODUCT DESIGNER

Verizon Innovation Lab. Palo Alto, California
Worked closely with PM and Dev, we brainstormed and created new ideas, tools, and apps. Led and released OUTTA, the first AR social app. WatChat, a hyper sharing and watching app, and more.

2014 GRAPHIC DESIGNER

San Francisco & Seattle
While studying in SF, I started to freelance and work with design firms focus on eco-design, multi-media, packaging, web, marketing, and branding.

SKILLS

MANAGEMENT

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

UX/UI PRODUCT DESIGN

- Project research and workshop
- Concept development
- Low-fi and hi-fi validation
- UX and UI guideline and annotation
- Production redline

GRAPHIC DESIGN

- Branding & Logo
- Packaging
- Editorial
- Web & Animation

TOOLS

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

DEGREE & AWARD

BACHELOR OF FINE ART

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

CAUSE/EFFECT AWARD

AIGA, San Francisco

FOR THE FULL JOB EXPERIENCES:

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