

Xiwen Chen

PRODUCT DESIGNER

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EXPERIENCE

JKD Brands

Jul 2023 – Present

Design & Production Manager | Jan 2025 – Present

Project Manager | Apr 2024 – Jan 2025

Designer | Jul 2023 – Apr 2024

- **B2B e-commerce redesign.** Led discovery through launch (Nov 2024): user research, flows, information architecture, wireframes, a clickable low-fidelity Figma prototype, UI design, and an Elementor Pro/WooCommerce build spanning 49 pages and 500+ products.
- **Business impact.** Grew online inquiries from zero to ~45 per month in the first six months after launch; increased account registrations 137% year over year.
- **Research & testing.** Conducted usability testing with 20+ participants, identified key issues, and iterated based on findings.
- **SEO collaboration.** Partnered with an SEO specialist on on-page optimization, contributing to growth in ranking keywords from 236 to 435 and estimated organic traffic from 156 to 516 (Semrush).
- **Internal product design.** Independently designed and built a customized HubSpot CRM for ~16 employees across 7 departments. Interviewed every role, mapped tasks and workflows, and created tailored interfaces, workflows, and automations; iterated on post-launch feedback.
- **Leadership & systems.** Led a cross-functional team of 11 and created SOPs and templates to standardize custom projects from quotation through delivery.
- **AI-assisted workflow.** Used AI for design research and presentations; built a project-tracking tool with AI-assisted coding.
- **Visual design.** Translated client business goals into branding, packaging, and web experiences, delivering production-ready files.

STEY / Side Information & Technology

UI/UX Designer | Apr 2023 – May 2023

- Designed STEY Console, STEY App, and Hotel Staff App interfaces for an IoT hotel platform using PM-defined personas.
- Contributed to the design system, applied it across all three products, and collaborated with engineers on implementation.

EARLIER & ADDITIONAL EXPERIENCE

Meals on Wheels Atlanta

Graphic Designer | Dec 2022 – May 2023

Designed digital and print fundraising materials; collaborated on branding with partners including Humana and Mercedes-Benz.

Freud Inc. · BOSCH subsidiary

Graphic Designer, contract via Robert Half | Nov 2021 – Oct 2022

Created branding and packaging style guides; supported marketing events and trade shows.

Freelance UI Designer

Tencent Cloud; Industrial and Commercial Bank of China (ICBC)

SUMMARY

Product Designer with 3+ years of UX/product design experience and nearly 5 years in design. Focused on end-to-end product work, from research and prototyping through build, launch, and iteration.

EDUCATION

Savannah College of Art and Design

M.A., Visual Communication and User Experience
2019–2021

Chongqing Technology and Business University

B.A., Digital Communication and Media
China | 2014–2018

AWARDS

IDA 2021

Two Gold Awards
One Honorable Mention

SCAD Achievement
Graduate Scholarship

SKILLS

Product Design

Figma, user research, usability testing, user flows, information architecture, wireframing, prototyping, interaction design, design systems, developer handoff, visual design

Build & Technical

HTML/CSS, WordPress, Elementor Pro, WooCommerce, HubSpot

Visual & Motion

Photoshop, InDesign, After Effects, Premiere Pro, Adobe Illustrator

AI & Automation

AI-assisted design, research, and coding; CRM workflow automation

Collaboration & Leadership

Cross-functional collaboration, stakeholder communication, team coaching, SOP and process design