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United States

Xiwen Chen

Professional Activities

BCG - Forage - Indonesia Bank Virtual program
Meals On Wheels Atlanta - Graphic Designer
BOSCH - Freud Tools - Graphic Designer
Huikang Sports Equipment - Web Designer
Pepper Creation Assistant - Graphic Designer
Maldives Gov - Marine Conservation Program
SCAD Movie Club - Remorse Art Director

Awards

IDA 2021 Gold
Multimedia-Social Media Campaign

IDA 2021 Gold
Print-Announcements

IDA 2021 Honorable Mention
Multimedia-Brand Identity

SCAD 2019 Scholarship
SCAD Achievement Graduate Scholarship

CTB University 2017 Scholarship
CTB University Academic Scholarship

Education

Savannah College of Art and Design.
Master of Arts 2019 – 2021
Visual Communication and user experience

Chongqing Technology and Business University. (China)
Bachelor of Arts 2014 – 2018
Digital Communication and Media.

Core Competencies

UX/UI Design	Brand Management
Web Development	Interaction Design
Graphic Design	Visual Communication
Motion Graphic	Design Strategy

Skills&Languages

illustration	Figma	SketchUp
Photoshop	HTML	Premiere
InDesign	CSS5	Cinema 4D
After Effects	Adobe XD	Procreate

Work Experience

STEY, Side Information & Technology (Remote)

UIUX Designer 2023

- Interface design for the Console Website, STEY application, Hotel Staff application, and user interactions.
- Structured and designed pages and interactions in accordance with PM's needs.
- Facilitated and rehabilitated technical challenges with PM on designs.
- Collaborated with the front end team on the execution of the user interaction.
- Systemized and enhanced the visual design system for the brand.
- Designed related branding materials for the marketing team.

CoffeeTea Mentor Web App Startup (Remote)

UIUX Designer 2022

- Liaised between students and mentors prior to design implementation.
- Optimized user environment by interviewing students.
- Conducted user research, analyzed user behavior, and constructed user personas to inform design decisions.
- Ideated and created wireframes, prototypes, and high-fidelity designs utilizing Figma.
- Identified consulting platforms for both American and Chinese markets.

Self Employed (Los Angeles)

UIUX Designer 2021-2022

Tencent - 618 Mobile UI Design

- Communicated with clients to understand the “618” event goals and its target audience, and to identify the potential opportunities for sale.
- Created user flows, sketches, and wireframes for the “618 event” pop-up mini game.
- Designed illustrations, icons, motion graphics, buttons, and effects for the mini game.
- Created high-fidelity prototypes and mockups with Figma, and clearly defined design concepts with clients.
- Collaborated with PMs and engineers on the delivery of the mini game.

ICBC - HTML5 Mobile Interface Design

- Determined page content, distribution, design elements, and styles based on customer needs and product features.
- Sketched wireframes and low-fi prototypes, and implemented feedback from clients.
- Developed a responsive web application in DreamWeaver with HTML5 and CSS.

Carpatty (Atlanta)

Product Design Intern 2021

- Conducted user research and analysis on the used automotive market and built an affinity map based on the collected information.
- Performed brand and visual audit on the auto financial competitor and the valuation of competitors to help understand the competitors iconography, visual identity, and positioning for each company.
- Improved current Carpatty's logo and designed icons, patterns, and illustrations for its website, achieving a more consistent brand identity.
- Redesigned the Carpatty's vehicle financing page and embedded the inventory vehicle price history chart to improve clients auto loan experience.