

Michelle Chen •

UX/UI Designer · Human-Computer Interaction & Design Systems

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UX/UI designer with 3+ years steering end-to-end product lifecycles for enterprise SaaS, data-dense web systems, and user-centered digital ecosystems. Converts HCI research, quantitative analytics, and complex information architecture into scalable UI components that bridge user intent and front-end execution. M.S. UX/HCI, ASU (GPA 4.0).

• Experience

UX/UI Designer

Jun 2025 – May 2026

VisLab · Arizona State University, Tempe, AZ

- Architected modular UI across 5+ multi-tenant Drupal applications; balanced departmental branding with institutional design standards through a scalable component library
- Spearheaded UX/UI for an EdTech water-resource platform, translating environmental data models into accessible, interactive interfaces in Figma
- Conducted moderated usability tests and heuristic evaluations; synthesized findings into high-fidelity prototypes and iterative UI refinements
- Partnered with engineers and content strategists in agile sprints to maintain design intent through development handoff and on-schedule deployment

UI/UX Designer

Oct 2023 – Sep 2024

M-think Technology · Taiwan

- Developed over 10 B2C, branding, and government websites using Bootstrap, ensuring WCAG AA compliance
- Synthesized analytics and qualitative feedback into UI iterations that raised core task success rates by 15%
- Collaborated with PMs and engineers to spec interactive components and deliver modular UI within agile sprint cadences
- Reduced post-release interface defects by ~30% through cross-platform design QA before engineering handoff

Product Designer

May 2022 – Feb 2023

Independent Design Client Projects · Taiwan

- Delivered end-to-end UX/UI for client web applications, including research, wireframes, high-fidelity prototypes, and production UI, driving a 35% increase in inquiries
- Managed 3–5 structured review cycles, adapting layouts while protecting scope and launch timelines
- Applied SEO architecture and WCAG-informed UX patterns that expanded organic traffic and engagement

• Education

M.S. in User Experience / Human-Computer Interaction

Arizona State University, Tempe, AZ

Graduation: May 2026 · GPA 4.0/4.0

B.A. in Cultural Heritage Conservation

National Yunlin University of Science & Technology, Taiwan

Graduation: Feb 2021 · GPA 3.75/4.0

• Selected Projects

Pic2Split

AI-Powered Social Bill-Splitting Web App · OCR & Google Gemini

- Designed end-to-end UX/UI for a shipped AI product; cut split flow from 4-min competitor baseline to under 2 min (2× faster, 50% less time) using OCR, Google Gemini, and multi-state assignment flows
- Engineered multi-state flows in Figma for OCR review, tax/tip validation, and split logic across mobile and desktop viewports

[AI Product](#) [OCR](#) [Fintech SaaS](#)

Indigenous Cultural Museums

WCAG AA Portal for 30 Museums · UX/UI & Front-End Delivery

- Designed UX/UI and semantic front-end for a 30-museum web system; passed WCAG 2.1 AA government audits with zero failures
- Built modular component patterns, typography systems, and accessible interaction templates scalable across institutional brands

[WCAG 2.1/2.2](#) [Design Systems](#) [Web Applications](#)

• Awards & Volunteer

Student Adobe Ambassador

2025

Adobe · Arizona State University

Represent Adobe on campus, hosting creative-tool workshops and demos and helping student designers learn industry-standard workflows.

Product / UX Design

2023

Toastmasters International · Taiwan

Led UX audits, IA restructuring, and a website redesign that reduced homepage bounce rate by 20%.

\$10,000 New American University Scholarship

2024

Arizona State University

People's Choice Award · Endstar Game Maker Spark Challenge

2025

Arizona State University

2nd Place Winner · RoseHack

2025

UC Riverside

• Skills

Research & Strategy

User-Centered Design, Usability Engineering Testing, Heuristic Evaluation, User Journey Mapping, Information Architecture, Quantitative/Qualitative Analysis

Design & Prototyping

Interaction Design, High-Fidelity Mockups, Wireframing, Rapid Prototyping, Design Systems, Typography, Component Architecture

Tools & Platforms

Figma, Claude Code, Cursor, Drupal, Adobe Creative Suite, Git

Technical Standards & Code

HTML5, CSS3, Web Accessibility Standards (WCAG 2.1/2.2), AI Agent Interaction Design

• Certifications

IRB – Social and Behavioral Research (Group 2)

2026

CITI Program

Spark Challenge Skill Badge: UX Design

2025

Arizona State University

Foundations of UX Design

2024

Google / Coursera

Responsive Web Design Developer Certification

2022

freeCodeCamp