

NUORAN (RONAN) CHEN

Product / UX designer with the spirit of craftsmanship

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EXPERIENCE

UX Design Contractor / IWP Capital LLC

Jul 2022 - Sep 2022

- Redesigned the onboarding experience of a stock screening Fintech App, resulting in the increase of onboarding success rate from 40% to 80% and shortening the onboarding time by 75s.
- Restructured the user flow and created wireframes for A/B test.
- Drove the final visual design and developed marketing illustration assets to convey the company's value.

UX Design Contractor / MSK Cancer Center (top 2 in the U.S.)

New York, NY / Apr 2022 - Jul 2022

- Shipped the end-to-end design of the B2B patient insight dashboard for doctors, reducing the time of identifying patients' information from 30min to 3min.
- Planned and conducted over 3 expert and user interviews with over 6 stakeholders resulting in clarifying user journey, pain points and design goals.
- Executed 3 design iterations, collaborating with cross-functional partners across user testing stages, resulting in working high fidelity prototypes.

Product Designer / SuChef

Philadelphia, PA / Apr 2022 - Aug 2022

- Led the 0-to-1 design of SuChef's web platform, a chef's online community for profile building and recipe posting, boosting the number of content creators by 300% and weekly new recipe posting by 360% within 3 months.
- Designed, developed, and implemented design system resulting in more efficient design process still in use today.
- Managed and maintained relationships with PM, UX Researcher, and engineer resulting in alignment of business goals with user goals.

Product Design Intern / Bidbus

Irvine, CA / Apr 2021 - Jun 2021

- Delivered the landing page redesign of an online car-selling platform based on competitive analysis, stakeholder feedback, and usability study findings, increasing the average view time from 15 to 68 seconds.
- Improved car dealers' bidding experience by creating the dealer's portal and marketplace page, which show the real-time bidding price of the car.

User Research Intern / Baidu

Beijing, China / Nov 2020 - Jan 2021

- Designed, developed, and implemented user growth plan for "Baidu Library for Education", an online study App, resulting in over 40 successful student testers.
- Collected and analyzed quantitative and qualitative research from over 60 users resulting in improvements in 4 major features.

EDUCATION

University of California, Berkeley

Berkeley, CA / expected Dec 2023

Master of Design, HCI focus

University of Pennsylvania

Philadelphia, PA / Aug 2020 - May 2022

Master of Landscape Architecture,
Spatial data visualization focus

Xi'an University of Arch and Tech

Xi'an, China / Aug 2014 - Jul 2020

Bachelor of Architecture

SKILLS

Design

Storyboarding / User Journey Map /
User Flow / Wireframing / UI Design /
Illustration / Animation / Data Visualization

Research

User Interview / Survey / Usability Testing /
Data Collection / Affinity Mapping /
Competitive Analysis / Heuristic Evaluation

Tools

Figma / Sketch / Adobe XD /
Adobe Creative Suit / Principle / ArcGIS
Pro / Rhinoceros / Fusion 360 / AutoCAD /
Hand Drawing / Procreate / 3D Printing /
Laser Cutting / Raspberry Pie

Programming

Python / JavaScript / CSS3 / HTML

PUBLICATION

Tang, X., **Chen, N.**, Chang, X., Ni, Y., LC, R.,
Tong, X. Community-driven Information
Accessibility: Online Sign Language Con-
tent Creation within d/Deaf Communities.
In publishing of CHI 2023