NUORAN CHEN

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EDUCATION

University of California, Berkeley
Berkeley, CA / Aug 2022 - May 2024
Master of Design, HCI focus

University of Pennsylvania
Philadelphia, PA / Aug 2020 - May 2022
Master of Ecological Design

Xi'an University of Architecture
Xi'an, China / Aug 2014 - Jul 2020
Bachelor of Architecture

SKILLS

Design
Human-centered Design / Speculative Design / Service Design / Strategic Foresight / Spacial Design / Visual Design / Interactive Design / Design System / UX writing

Research
User Interview / Survey / Usability Testing / Competitive Analysis / Heuristic Evaluation

Tools & Programming
Figma / Sketch / Adobe Creative Suite / Framer/ Unity / Fusion 360 / Hand Drawing / Procreate / 3D Fabrication / Python / JavaScript / CSS3 / HTML

PUBLICATION / AWARDS

Tang, X., **Chen, N.**, Chang, X., Ni, Y., LC, R., Tong, X. Community-driven Information Accessibility: Online Sign Language Content Creation within d/Deaf Communities. Published on *CHI 2023*

2024 MIT Reality Hack: Bronze prize; winner of Vitality Unleashed and Startup Hack

UC Berkeley Distinguished Scholar Award (Highest Caliber)

Associate Product Designer / The New York Times
New York City, NY / May 2024 - Now

- Collaborated with cross-functional teams to develop tools and resources for the **internal publishing platform**, shipping the **rich-text editor** that increase engineering velocity and design consistency across the platform.
- Maintained and managed the publishing **design system**, delivering the accordion component and overhauling the button component for use by **26 teams**, supporting a dynamic newsroom of over 3,000 professionals.

User Experience designer / Aible
San Francisco, CA / Feb 2023 -May 2023, Jan 2024-May 2024

- Enhanced the first-time user experience for "ChatAible," **a generative SaaS AI data analytics tool**, based on 8 usability tests, leading to a **$400K contract** within one month.
- Spearheaded AI fine-tuning model exploration with cross-functional team, informing **strategic foresight** planning for Aible data platform

Product Design Intern / The Washington Post
San Francisco, CA / Jun 2023 - Aug 2023

- Shipped the end-to-end design of entitlement and paywall tool within ArcXP subscription, an **E-commerce SaaS product** designed for paywall deployment and monetization, improving customer's satisfaction by reducing **30%** entitlement deployment time inside paywall.
- Enhanced ArcXP **Design System** by developing "Right to Left" component updating **documentation** and guidelines, and facilitated cross-team workshops for its implementation, revolutionizing consistency, accessibility, and usability in ArcXP Design System.

UX Designer / UP Studio
Seattle, WA / Apr 2021 -Sep 2022

Worked at a UX design agency to create intuitive experiences for both consumer and enterprise software across industries like medical, Fintech, and e-commerce.

- Designed an **AI SaaS social inbox management** system for an e-commerce startup, aiding strategic planning and securing **$1.5 million** in pre-seed funding.
- Redefined the onboarding experiene for the **Fintech app "Sanctify"** through user research, content design and UX design, increasing onboarding success by **12%** and reducing average onboarding time by over 2 minutes.
- Developed the **internal patient insight dashboard** for **Memorial Sloan Kettering Cancer Center**, reducing retrieval time from 30 minutes to 3. Collaborated through three design iterations to produce high-fidelity prototypes.
- Designed the landing page for the e-commerce car selling platform Bidbus, leveraging competitive analysis and usability studies to increase average view time from 15 to 68 seconds.