



**Yen-Wen CHAU**

UI/UX Designer

202-910-8359

MOSSQIDO.COM

*I strive to create meaningful experiences that  
spark delights one user at a time.*

## PROFILE

Accomplished UI/UX Designer with a clear understanding of industry standards, HCI principles, and demonstrated expertise in all facets of software design lifecycle from UX Interaction design, visual design, front-end UI design/development to usability testing of Web and mobile applications across industries.

A thought leader who listens to user's needs, and a team player who thinks independently and solves problems. Collaborates with grace in multidisciplinary teams of business analysts, developers, designers, information architects and subject matter experts in Agile/Scrum environment.

Proven success in translating complex business requirements into world-class solutions utilizing Adobe XD, Axure, Balsamiq, InVision, Sketch and methods called for by the project with special attention to user-centered design, visual design, quality final product, and happy users.

## EXPERIENCE

**UMGC (University of Maryland Global Campus) - Sr. UX Analyst**

April 2017– Present

Create elegant, intuitive online learning systems and experiences. Develop design strategies and lead innovation design sprints with subject matter experts, learning designers, users, and product owners to create user-centered, research-based design solutions.

- Serve on the Design Circle Committee and lead UX workshops to generate user-centered design solutions.
- Translate complex course materials and requirements into easy to grasp UX documents including site architecture, personas, journey maps, and interactive wireframes.
- Analyze data-driven online courses to provide technical design solutions for Adobe Experience Manager migration.
- Build responsive pattern library in HTML, SASS, and JavaScript to establish consistency and to be used as design standards by development team.
- Conduct usability testing and user groups to generate feedback and fail-proof design.
- Serve on the UMGC's SharePoint Intranet design board.

### **UI/UX & Interaction Design Consultant**

MAY 2016 – March 2017

Provided design consultation to high profile clients including NIKE, AIR Jordan, Freddie Mac, and Northrop Grumman. Introduced user-centered design process to projects and collaborate with a cross-functional team of subject matter experts, engineers, product owners, and art directors to craft visually and physically engaging user experience to ensure product launch success.

- Successfully delivered highly interactive mobile and environmental design experience for AIR Jordan product launch.
- Presented design solutions, interactive UX prototypes to both technical and non-technical users and governed design process by engaging stakeholders with clear communication every step of the way.
- Developed Freddie Mac's responsive SharePoint intranet from UX design, Visual Design, to front-end coding in Bootstrap.
- Envisioned user experience and manage branding design assets, front-end design codes, user testing plans, and social media presence to promote product launch.
- Assisted in creative writing from project creative brief, proposal, and design statement for international design awards.

### **IMF (International Monetary Fund) - UX Design Lead**

NOV 2015 - MAY 2016

Functioned as UX Design Lead for the User Centered Design Services and SharePoint Designer at the Fund with experience in guiding executive level stakeholders and external agencies through UX design processes. Led design initiatives in setting standards for UX design patterns, UI style guides, and developing implementation plans for Fund-wide applications ranging from SharePoint, CMS, Mobile-First, IOS, Responsive to Single Page Architecture design.

- Established design patterns and responsive style guides based on industry standards and trends to create a cohesive user experience across all enterprise IT projects.
- Reviewed new and existing products to provide Visual and UX Design Gap Analysis. Provided findings with actionable design insights to bring them back to life with visually engaging user experience.
- Facilitated user-centered design process in a variety of methods including: Axure prototype, user interviews, focus groups, computer recording observation, usability testing, and other research methods.
- Designed Data Visualization to tell compelling stories of business performance across divisions and departments in a visually appealing fashion.
- Developed research plan, user personas, sketches, Axure interactive wireframes, design comprehensives, interactive prototypes, and acted as user advocate throughout product design life cycle.
- Conducted design requirement meetings, UX workshops, and design reviews with stakeholders, end-users, and design agencies to generate and transform constructive feedbacks into great design solutions.
- Designed IMF's Foko app launching experience to stream live image feed on digital displays throughout the IMF HQ buildings during G20 meeting.
- Acted as a SharePoint front-end design specialist and UX design advocate for the Fund's SharePoint production support team and participated in SharePoint 2016 migration planning committee.

### **AmerisourceBergen** - *Sr. UI/UX and Technical Design Lead*

SEPT 2012 - SEPT 2015

Led stakeholders through UX design process, from identify business goals, define design and technical requirements, created, and demonstrated interactive wireframes to guide decision-making. Interfaced with diverse business groups and end-users to design and present design concept, and collaborated closely with the product engineering team to translate Data-heavy systems into meaningful user-centered experience in Web, responsive, and mobile platforms.

- Designed responsive portals for pharmaceutical clients' sales teams to use on the go.
- Conducted user research, requirements analysis, information architecture, and produce interaction model, user personas, storyboards, and Axure interactive prototypes.
- Participated as a key technical and design contributor to an interdisciplinary team.
- Created elegant UX and UI for responsive, mobile, and Web-based applications utilizing Axure, Sketch, Adobe CS, HTML5, CSS3, jQuery, JavaScript, and Bootstrap.

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- Participated in the software design lifecycle including functional definition, wireframe, interactive prototype, style guide, design pattern development, UI design and development, usability, and accessibility testing.

**+ING Interactive, Taipei, Taiwan - Consulting Art Director / UI/UX Specialist**

JULY 2007 to SEPT 2012 (Part-Time/Remote)

Provided UI/UX consultation for high-end commercial clients including HP, Samsung, Estee Lauder, Su Umera, Shiseido, and Ricola. Directed via virtual meetings to drive visual design concept and digital experience solution for Web, mobile, branding, and digital marketing strategy. Developed winning designs that helped increasing customer expansion and market share.

- Directed a team of talented designers on visual design and brand management for one of the top agencies in the country.
- Developed winning proposals, design requirements, Balsamiq wireframes, and presented prototypes to clients in both English and Chinese languages.
- Created engaging marketing campaign strategies with strong visual designs, interactive media, and animated films.

**Danya International, Inc. - UI Designer and Information Architect**

MAY 2006 - MARCH 2012 – UI Designer and Information Architect

2000 - MAY 2006 – Interactive Media Designer

Began tenure of design career and promoted from Interactive Media Designer to Information Architect/UI Designer within the organization with a strong focus on front-end design and information architecture. Extended experienced working in direct collaboration with government agencies including CDC, NIH, USAID, NIDA, HUD, Head Start and HHS. Developed elegant digital experiences and solutions that meet high accessibility standards with content ranging from health communication, educational program, and marketing strategy development.

- Developed design demos and interactive prototypes to help guiding product design direction for multimillion-dollar projects in Agile team environment.
- Collaborated closely with a cross-functional team to create engaging digital strategies and design solutions for Web, desktop, mobile and Open-Source CMS (Drupal, Joomla, and WordPress) applications.

- Provided on-going design analysis to ensure design solutions stays current with industry standards and proposed insights for actionable enhancements as needed.
- Developed branding strategies, design requirements, and content architectures that fulfill business needs. Provided on-going design analysis to ensure design solutions stays current with industry standards and proposed insights for actionable enhancements.
- Developed branding strategies, design requirements, and content architectures that fulfill business needs. Created design solutions and front-end codes that meet high 508 accessibility standards for government agency projects.
- Created visually engaging animations, print design, widgets, HTML emails and to promote Websites.

## EDUCATION

### **Maryland Institute College of Art ([www.MICA.edu](http://www.MICA.edu))**

MA in Studio Arts / Art Education – 2000

Digital Art and Fiber Art concentration

### **Taiwan Normal University (<http://en.ntnu.edu.tw/>)**

BFA in Fine Arts – 1996

Major in Painting and Art Education

**Design Community Membership:** AIGA, Design Thinking, Action Design DC, UXDC

**Certification:** Microsoft SharePoint Designer, Agile Product Owner Certification

## TECHNICAL SKILLS

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**UX Design:** Adobe XD, Axure, Balsamiq, InVision, Sketch, Usability Testing, Morae, Ethnographic Observation, Data visualization, Google Analytics.

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**UI Design:** Adobe CC, HTML 5, CSS 3, LESS, SCSS, jQuery, JavaScript, Bootstrap.

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**Front-end Development:** Open-Source CMS, Visual Studio, SharePoint Designer, 508, Cross-browser Compatibility.

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