



**Kay Chen** ux / ui designer

[kaychen.net](http://kaychen.net)

I strive to connect people through online interactions that create shared, meaningful experiences.

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## experience

### Freelance Designer — Remote

PST - EST, July 2014 - Present

- Working with growing businesses to develop branding and collateral designs
- UX/UI design for e-commerce applications and product design (toys, apparel)
- Digital illustrations for web, print, and production

### UX/UI Designer — B2Sign

East LA, April 2020 - Sept 2020

- Leading the UX/UI design on our B2B and B2C e-commerce web platforms as the sole designer for two agile teams with an SEO specialist, 7 developers and 2 PMs
- Solving end-to-end UX problems in our product systems from an inventory restructure initiative to redesigning our product and category pages to optimize CX
- Establishing brands' design systems and maintaining pattern libraries

### UX Research Analyst — Ticketmaster

Hollywood, Oct 2019 - April 2020

- Conduct usability testing and generative research for designers to inform Ticketmaster.com's products, and present findings to product stakeholders
- Designed and led the Video Fan Journey study which captured insights from user segments, and presented company-wide to Marketplace product teams
- Redesign and scale the team's data visualization for research reports
- Identify fan pain points and goals with monthly Net Promoter Score survey

### UX/UI Design Intern — Hawke Media

West LA, June 2019 - Sept 2019

- Designed UI, hi-fi, & lo-fi wireframes for Budberry, Let's Make Art, Jenny Many
- Implemented web designs on Shopify and Wordpress themes with HTML/CSS
- Researched brands through competitive analysis and mood boards
- Collaborate with both the web design team & brand design team to create positive design experiences for clients

## education

### UCLA Extension

2018 - 2019 — User Experience, Design Communication Arts

### University of Toronto

2011 - 2015 — BA in Cognitive Science, Visual Design

## skills

UX, UI & Visual Design	User Research	Adobe CC	HTML
Service Design	Usability Testing	Sketch	CSS
Info Architecture	Wireframing	InVision	Javascript
Journey Mapping	Prototyping	Axure	Python
User Flows & Personas	Motion Design	Procreate	Java