

Rena (Chia-Yu) Chen

User Experience Designer

A UX designer with 5 years of experience in user research providing a user-centric, iterative design approach to create an exciting user experience aligning with business goals.

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WORK EXPERIENCE

User Experience Designer - Field Placement 04/2023 - 05/2023

Conestoga Student Inc., Kitchener, ON

Conestoga Student Inc. is assisting partnered restaurants with creating a mobile takeout ordering system.

- Complete user research to understand company clients needs for an online ordering site, and then increase the take-out rate of customers by 40%
- Used A/B testing to understand user behavior and create a design that is closer to the user experience

User Experience Researcher 04/2019 - 07/2022

Gamma Interactive Inc., Taipei, Taiwan

Gamma Interactive Inc. is a top provider of gaming solutions that offers services such as relationship management, marketing, and IT consultation.

- Identify and resolve user experience issues and continually seek to improve users' experience with the platform
- Re-designed brand Website/App and revamped website flows and navigation menus, increasing 45% traffic to previously ignored pages
- Reduced signup drop-offs from 45% to 15% and increased user engagement by 40% through A/B-testing product flow optimization
- Conducted satisfaction surveys with quantitative methods to discover user pain points and needs, reducing customer complaints by about 20%
- Worked collaboratively on cross-teams, including developers, UX designers, project managers and QA testers

Digital Marketing Researcher 06/2018 - 02/2019

Global B2B Consultancy, Inc., Makati, Philippines

- Assist in the release and planning of new products, and cooperate with visual designers to produce unique promotional banners to increase user click traffic by 40%
- Evaluate and optimize research - competitive and produce research and follow the latest trends in the market. Experience with CMS

EDUCATION

Interactive Media Management - Interaction Design 09/2022-04/2023

Post Graduate Certificate, Conestoga College

Leisure Health Management 09/2006-06/2010

Bachelor's degree, Chia Nan University of Pharmacy & Science

TECHS SKILLS

User interviews
User Surveys
Design thinking
Web designer
Wireframes, Prototyping
A/B testing, Usability testing
HTML, CSS, JavaScript

TOOLS

Figma, Adobe XD, Sketch
Miro, Maze
Jira, Trello
Google Analysis, Piwik

CERTIFICATIONS

Google UX Design
Certificate
Google Analytics
Certification