

Anna Chen

UI/UX Interaction Designer and Researcher

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UX Project

UCSD App Redesign 2025

UI/UX Designer

Bridging our first-hand experience as members of the target demographic with insights from user data, my team redesigned the UCSD school app to address pain points and foster stronger community backed by quantitative research. Interviewing 17 students, we gained 94% student approval rating compared to 47% rating of the original design. Led prototyping for integrations including a community forum, in-app messaging, and calendar-share.

Experience

Product Design Intern UI/UX

Yuanpei University of Medical Technology

Taipei, Taiwan

July - Sep 2024

- Organized and constructed project timelines to align goals and maintain accountability.
- Delivered onboarding flow and information architecture to guide users through discovery and sign up.
- Communicate and facilitate international cross-collaborative meetings with team across USA and Taiwan.
- Rapidly iterate mockups and interactive prototypes based on client feedback, user insights, and business needs.

User Research Intern

Bluefin Tail

San Diego, USA

Jan - July 2024

- Collect qualitative research to identify pain points involved in the kayak fishing market to guide brainstorm.
- Empathize with extreme users through interviews to gain insight about market conditions and user experience.
- Collaboratively iterate actionable insights for early-stage kayak designs with a cross-functional team.

Digital Design Strategist

Hands On San Diego

San Diego, USA

July - Sep 2024

- Rapidly produce high-fidelity content using Figma, Photoshop, Illustrator, Premier Pro, 104%+ increased likes.
- Strategize marketing campaigns (on Instagram, LinkedIn, Facebook) to engage a wider audience.
- Implement design system and templates for consistent, sustainable, and scalable brand guidelines.

Skills

Design: Wire-frame, Prototypes, Design Systems, Heuristic Evaluation, Visual Design

Research: Persona, Competitive Analysis, Usability Tests, Interviews, Affinity Maps

Technical: Figma, Illustrator, InDesign, HTML/CSS, DaVinci Resolve, Affinity Design

English - Advanced Cantonese - Intermediate

Education

B.S. Cognitive Science,
Spec. Design and Interaction

UC, San Diego

2021 - 2025

DesignCo | Competitive Dragon Boat Team | Student Foundation: Alumni Network | Alpha Miracle Nonprofit

HTML & CSS Course, Beginner to Pro

SuperSimpleDev

2025