

# yuyan chen

UX UI Designer

yuyanchendesign.com  
yuyanchen410@gmail.com  
818-322-9658

## Experience

### UX HMI Intern / American Honda R&D

Sep 2022 – Dec 2022

Assisted Honda HMI UX team to build personas, journey maps, wireframes and prototypes for Acura's cabin experience. Conducted user research and ideation workshop for Acura 2050 concept.

### UX UI Designer / B2Sign.Inc

Aug 2019 – Jun 2020 Online Custom Large Format Printing Service

Worked with PMs and engineers to design an effective client-facing site, improved conversion rates for item check-outs by 20%. Designed web applications to boost efficiency in manufacturing, and an internal content/sales management dashboard.

### UX UI Designer / Sinica Education

Jan 2019 – May 2019 Online Learning & Education Consulting

Designed the company's website, a web application, and a back-end information management system. Designed email marketing campaigns and improved conversion rates for sign-ups by 35%.

### Design Intern / The Growth Exchange

Sep 2018 – Jan 2019 Marketing Agency

Created wireframes and prototypes for client websites. Designed brand identity visual systems for digital applications, improved clients' online brand presence.

### Design Intern / J.Paul Getty Museum

Mar 2018 – Jun 2018

Designed collaterals, signages, brochures, logos, emails and posters for Getty's exhibitions and public events.

### Research/Teaching Associate / UCLA

Sep 2014 – Apr 2017

Conducted research at UCLA Psychology Grad department. Taught 6 undergraduate classes on various subjects (Research Methods, Quantitative and Qualitative Data Analysis and etc.)

## Education

### M.S. Industrial Design / ArtCenter College of Design

Fall 2020 – Spring 2023

### M.A. Psychology / University of California, Los Angeles

Fall 2014 – Spring 2017

### User Experience Design Certificate / UCLA Extension

Spring 2017 – Spring 2019

### B.A. Psychology / University of Minnesota

Fall 2010 – Spring 2014