



YANQUAN (IRIS) CHEN

User Experience Designer; Product & Interaction Designer

PORTFOLIO | www.yanquanchen.com

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2320 Wexford Ave, S San Fran, CA

WORK

02.2015
PRESENT
Seattle,
WA & San
Francisco, CA

User Experience Designer, Amazon Inc and its Subsidiaries (Twitch Inc)

Retail Hardlines + Gifting & Payment + Twitch

- Drove all aspects of design process for Amazon Wedding Registry redesign (US Top 5) and Alexa smart home
- Defined, re-invented mobile-first UX across platforms in both lean and multi-year initiatives; proposed, defended & delivered from low-fi to hi-fi designs for convenience shopping & aligned UX solutions with cross-functional stakeholders in collaboration; brought usability tests & guerrilla research in fast iterations
- Designed for Twitch chat/messaging, which boosts social viewing experience of the popular live streaming video service for gaming and beyond to better connect broadcasters, viewers, and community moderators

05.2014
08.2014
Seattle,
WA

UX Design Intern, Amazon.com

Retail Hardlines Group

- Designed from concept to fine visuals a new strategic retail platform to take care amazon customers' post-purchase desires; took ownership on mobile wedding registry designs (launched on Amazon's mobile web & native app) and visualization widgets to perfect vertical products shopping UX
- Worked closely with stakeholders with 6 different teams to synthesize data & defined cases; delivered designs for all products within 3 months; drove design communications to deliver customer values

10.2013
01.2014
Pittsburgh,
PA

Web Application Designer & Developer, Carnegie Mellon Univ

Web System Office of Heinz College

- Designed & developed web-based information screen that bridges student activities, academic news, and career services with public TVs and multimedia
- Implemented responsive design for college website using CSS, XSLT, and jQuery

06.2013
08.2013
Seattle,
WA

User Experience Design Intern, Vertafore Inc

Corporate UX Department

- Created & evaluated features, wireframes, low-fi & hi-fi prototypes for web & mobile applications; communicated with PMs and researchers; documented UX specs
- Presented designs and research to UX team and worked with UX Design Lead to translate feedback into effective and innovative user experiences

03.2010
12.2010
Xi'an,
China

Founder & Product Leader, eFood Personalized Catering Co.Ltd

National eCommerce Entrepreneurship Contest | won Provincial Champion & National 3rd Prize

- Managed product innovation, competitive analysis, and business strategy of a "E-Nutrition" service; designed user-friendly applications; led team to success pitches & bring value to local merchants

EDUCATION

08.2013
12.2014

Carnegie Mellon University, H. John Heinz III College, Pittsburgh, PA

Master of Information Systems Management.

- Strong coursework through HCI institute & School of Design (lots of "4.0"s).

09.2012
08.2013

University of Washington, the Information School, Seattle, WA

Master of Science in Information Management (Pursued). Specialization in UX. with top Fellowship (1%)

09.2008
07.2012

Xi'an University of Finance and Economics, Xi'an, China

Bachelor of Management in Electronic Commerce. Minor in Accounting. with National Scholarship (0.1%)

PROJECTS (full portfolio at yanquanchen.com)

SUMMER, 2017
- FALL, 2018

Revamp for Live Stream Chat/Messaging; Chat Reactions; Moderation, with Twitch.tv

- Made impact for new & more flexible Twitch Chat; designed ux & experiments for live entertainment with Reactions allowing conversation and high energy to scale; productive & smart channel moderation tools

SPRING, 2015
- SPRING, 2016

Wedding Registry Redesign; Smart Home; Collection; Startup Hub, with Amazon.com

- Shipped redesign MVP; made impact for new discovery & compatibility shopping and a startup market

FALL,
2014

Mobile Social Solution App, [Alee: Share Your Driveways](http://Alee:ShareYourDriveways)

- Reinvented a mobile social service to help homeowners collect extra income by sharing unused driveways; modeled values and ensured scenario-based design in 9+ iterations

FALL,
2014

Smart Music Festival Service Design, Mirage

- Designed an interactive hologram music experience in big crowds; identified from 45 ideas the real user desire in speed dating; delivered service pitch in a 3-min video sketch

FALL,
2014

Big Data Product Design & Implementation, [Neometric Location Insight](http://NeometricLocationInsight)

- Innovated new web services to help SMB owners make data-driven decisions; validated business with customer interviews; designed light weighted product; final site shipped

SKILLS

DESIGN

Sketching / Ideation
Interaction Design
Visual Design
Storyboarding
Product/Service Design
Content Strategy/IA
Wireframing/Rapid Prototyping

RESEARCH

Contextual Inquiry / Think-Aloud
Affinity Diagramming
Personas & Scenarios
Quantitative & Qualitative Analysis
Speed Dating
Usability Test/Heuristic Evaluation
Cognitive Walkthrough

TOOLS

Sketch/InVision/Flinto/FramerJS ██████
Adobe Illustrator/Axure RP Pro ██████
Figma ██████
Photoshop/InDesign ██████
AfterEffects/Premier ██████
Other Adobe CC Tools ██████
Keynote/OmniGraffle ██████
VSCode/Eclipse/IDE ██████
WordPress ██████

PROGRAMMING

HTML5/CSS3 ██████
JavaScript/JQuery ██████
JAVA ██████
ReactJS/XML/XSLT ██████
Python ██████
C++/C/SQL/MySQL ██████

DATA VISUALIZATION

R ██████
Tableau ██████
HighCharts.js/D3.js ██████

ACADEMIC COURSES

Design for Interactions
Advanced Web Design
Mapping & Diagramming
Interaction Technique
HCI for Technology Executives
Design Methods for Interaction & Sys
Metadata & Taxonomy
Exploring & Visualizing Data in R
Lean Entrepreneurship
Use Big Data for Interactive Systems
OOP in Java & Distributed Systems