

TING YU CHEN

UX Designer & Strategist / Creative Problem Solver

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- 14+ years of experience, specializing in creating customer-centered experiences.
- Passionate about solving real problems through research, design, and iteration, regularly navigating unknowns with adaptability and creativity.
- Proficient in collaborating in cross-functional teams and successfully delivering impactful design solutions.

EXPERIENCE

Designworks, A BMW Group Company

Associate Director, Experience Design & Strategy 07/2022 - 07/2023, Shanghai

Senior Creative Constant 06/2018 – 06/2022 Shanghai

Senior UX Designer 06/2018 – 12/2019 Shanghai

- Led and conducted research with a focus on New Gen Behaviours and Needs.
 - Topics include Phygital Experience, Multimodality Interactions, Sustainability, and Cognitive Design.
 - Methods include desktop research, field visits, expert interviews, diary studies, and concept testing.
- Developed insights, foresights and design provocations to inform key design decisions.
- Identified strategic opportunities to elevate and refine product experiences, driving customer-centric design solutions.
- Advocated for insights and design solutions across various departments through storytelling and short videos.
- Led semi-annual trend research initiatives, with a specific focus on the dynamic Asia market.

frog Design

Interaction Designer 08/2015 – 05/2018, Shanghai

- Planned and conducted workshops and brainstorming.
- Led and executed user research across the APAC region which included infield interview, ethnography, diary studies, survey, concept testing and usability testing.
- Illustrated concepts, interaction models, persons, storyboard, scenarios, flowcharts and prototyping.
- Worked closely with development teams to ensure that design specifications are implemented. Main clients include Telecom, Finance and Insurances, Health and Automotive sectors.

ASUS

Senior User Experience Designer 07/2013 – 03/2015, Taipei

- Led and executed research plans for mobile and wearable experiences including user interview, heuristic review, cognitive walkthrough and survey.
- Conducted research for ASUS home robot, Zenbo and defined scenarios and its personality.
- Responsible for designing and implementing a consistent tutorial guideline for ASUS mobile apps.
- Designed note-related apps which include ASUS SuperNote, ASUS Quick Memo and Do It Later:Tasks & To-dos.

AllofUs London

User Experience Designer 05/2010 – 06/2013, London

Interaction design, prototyping, user testing and assessment, product development of crossed platform experiences. Clients include IKEA, Yota and Sky.

Tag Worldwide

Flash Designer 09/2009- 05/2010, London

Flash animation and scripting for commercial banners

Skyron Ltd

Interaction Designer 01/2008- 09/2009, London

Interaction design, graphic design and Flash websites.

EDUCATIONS

University of Arts London: London College of Communication MA in Interactive Multimedia

10/ 2006 – 09/ 2007