CONTACT

540.632.9304

nanxi.chen15@gmail.com

PORTFOLIO

nanxichen.com

SKILLS

Tools
AdobeXD
Figma
Sketch
Azure DevOps
Jira
Zeplin
Adobe Photoshop
Adobe InDesign

Design
Design System
Responsive Design
WCAG Compliance
User Story
Persona
Wireframing
Prototyping

Research
User Interview
Customer Survey
Usability Testing

3D Modeling
Revit
SketchUp

Bilingual
Chinese and English

CERTIFICATE

WAI0.1x: Introduction to
Web Accessibility (by W3Cx)

EDUCATION

M.S. ARCHITECTURE
Virginia Tech / DEC 2019

B.S. INTERIOR DESIGN
Virginia Tech / MAY 2017
(Dean's List for Academic
Excellence in 2015, 2016)

NANXI CHEN
(NANCY)
UIUX DESIGNER

PROFILE SUMMARY

Passionate professional focus on **user-centered design** with **five years** of industry experience solving complex design problems. Looking to secure a **Senior UIUX Designer** position with **long-term career growth**. Excels at identifying sophisticated, elegant solutions， effectively sketching, and illustrating those design ideas to the customer, stakeholders, and C-Level executives. Extremely adaptable and can **explain complicated situations clearly and simply**. Fascinate about creating significant user experience and improving customer satisfaction.

PROFESSIONAL EXPERIENCE

UIUX DESIGNER / ARIZONA PUBLIC SERVICE / REMOTE / AUG 2021 – CURRENT

- Resolved diverse business and operational challenges within various units. Collaborated with IT, Business Analysts, and external vendors for timely solutions, ensuring customer satisfaction.
- Improved customer experience on aps.com and the APS app while ensuring compliance with WCAG 2.1 AA accessibility standards.
- Elevated J.D. Power score from 4th to 1st quartile. Achieved a 15% increase in overall digital experience satisfaction, a 12% rise in positive feedback, and a 13% reduction in negative feedback.
- Established the design system for APS digital style guidelines, facilitating external vendor instruction and enhancing operational efficiency within internal units.

UI DESIGNER / TRIANGLE WORKS CORPORATION / MCLEAN, VA / APR 2021 – AUG 2021

- Led the design and development of the e-commerce app (SHARE) and the launch website, successfully meeting all business requirements and the specified timeline.
- Conducted user research for the customer study, utilizing data-driven insights to inform strategic decision-making and enhance user experience.
- Established the design system, created wireframes and high-fidelity prototypes.
- Collaborated with international team members in an Agile environment.

UX DESIGNER / JD.COM / BEJING, CHINA / JAN 2020 – MAR 2021

- Designed navigation flow for 7fresh applet for one of China's largest online retailers; reduced steps for new customer registration to make the process two times easier than before; resulted in a 9% increase in new registration.
- Diagnosed design issues in customer flow and graphic appearance, delivering refined product solutions that increased click rates by 15%.
- Enhanced applet efficiency through on-site user studies, including interviews and surveys with 100+ participants, analyzing behavior trends. Collaborated with a team of five, resulting in an 8% increase in checkout feature usage.

TEACHING ASSISTANT / VIRGINIA TECH / BLACKSBURG, VA / MAY 2018 – DEC 2019

- Partnered with computer science students to design a digital architecture library utilizing HoloLens' mixed reality. The team of five worked together to define user requirements, constructed user surveys, and designed for in-person testing using HoloLens.

INTERIOR DESIGNER / KGD ARCHITECTURE / WASHINGTON D.C. / JUL 2017 – APR 2018

- Communicated with clients to identify their project needs; defined space requirements, performed on-site user interviews and precisely quantifying spatial dimensions.
- Produced user-oriented designs and planned execution steps for the design concept.