

Chelsea Chen CHEN

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Experience

Essilor, Shanghai

Designer | Feb 2016–May 2017

- Designed and drove two new product lines through the entire design production life cycle, from concept illustration to sample creation and mass production
- Worked with cross-functional teams (product team, engineering team, marketing team) to re-define Essilor's Chinese online store's digital experience from re-designing logo, building wire-frames to set up long-term strategy, improved click-through and conversion rates by 190%
- Led team to conduct analysis on existing product line to identify potential improvements

Shanghai Actiview Optical Group, Shanghai

Brand Manager | Mar 2014–Feb 2016

- Conducted market researches and user studies to define customer profiles for clients
- Consulted and collaborated with clients' product managers to tailor their product and graphic designs for target customer

Yufengborui Technology Studio, Beijing

Co-Founder/Art Design | Mar 2013–Jan 2014

- Created wireframes and UX for various client projects
- Discussed design and layout ideas with web editor and other colleagues

Honors and Activities

NYU Scholarships, New York

- TSOA Graduate Scholarship | 2017 - Present
- Red Burns Scholarship | 2018 – Present

Volunteer, Shanghai

Essilor Vision Foundation | Feb 2016–May 2017

- Went to underprivileged rural area in China, provided local kids eye examinations and glasses for free

Design Mentor, Shanghai

Essilor China | Feb 2016–May 2017

- Ran a weekly brainstorming session and talked design and research skills to interns and new designers

Volunteer, Shanghai

Shanghai 21pet Animal Rescue Center | 2014–2017

- Participated in stray animal rescue and befriend rescued animals to build trust with humans

Education

New York University, New York City

Interactive Telecommunications Program (ITP)
Tisch School of Art, 2017-2019

Main class related to Creative coding, UX/UI design, Data visualization, Physical computing, VR/AR design

University of Sussex, United Kingdom

Master of Arts with Honors, March 2014
Creative Media Practice

University of Sussex, United Kingdom

Bachelor of Arts with Honors, July 2012
Media Practice and Theory

Skills

Methods:

Design Thinking, Storyboard, Wireframes, User Research

Design:

Photoshop, Illustrator, InDesign, Sketch, Axure, Justinmind, Rhino, Unity3D

Coding:

HTML, CSS, Javascript, Bootstrap, P5js, Node.js, React.js, Arduino

Editing:

Final Cut Pro, Premiere, After Effects, Audition

Fabrication:

3D Printing, Laser Cutting, CNC, Woodshop

Languages:

Mandarin Chinese
English