



YING-CHEN CHEN

Email: Giselle.ycc@gmail.com | LinkedIn: www.linkedin.com/in/ying-chen-chen-451034271

Portfolio: Scan QR Code or visit: <https://giselle-website.vercel.app/welcome>

EDUCATION

MS in User Experience, **Arizona State University at Polytechnic**

Aug. 2025-Expected May 2027

BDes in Commercial Design and Management, **National Taipei University of Business**

Aug. 2020-Jan. 2025

EXPERIENCE

LINE Taiwan Taipei, Taiwan | Project Assistant Intern, B2B Marketing Team

May 2024-Jan. 2025

- Assisted in B2B marketing and user outreach planning to ensure smooth go-to-market (GTM) launch and user adoption of 2 products
- Organized 10-month corporate workshops to enhance enterprise clients' understanding of our products and operations

CAPITAL FUTURES Taipei, Taiwan | Intern, Digital Growth Team

June 2023-Sep. 2023

- Worked in a 10-person team to plan company website structure and interface updates
- Conducted 3 comprehensive competitive analyses, removed outdated content, and optimized the interface and user flow, increasing eye-tracking heatmap engagement by 16%

RESEARCH EXPERIENCE

UserLab Taipei, Taiwan, Research Assistant | Advisor: Prof. Ming Wen

Sep. 2022-June 2024

Applied UX Research - Industrial Technology Research Institute 5G AIoT Innovation Technology Application Project

- Worked with a 5-person team on an 8-month project to improve the sightseeing cruise navigation system in the Kaohsiung Sea area, enhancing user experience and linking it to local shopping districts to boost business
- Conducted 2 Design Thinking workshops, 3 on-site visits, and 2 rounds of interviews with local tourists to inform optimization strategies
- Improved visual design, interaction flow, overall tourist experience, and the integration of an intelligent navigation system to drive offline engagement with nearby businesses
- Achieved an NPS score of 37, demonstrating solid performance with opportunities for further improvement

Academic Research - Exploring Factors Influencing Community Consensus Building of Web3 Decentralized Apps

- The project aimed to enhance Web3 community user experience and collaborative decision-making by exploring 10 primary drivers of achieving consensus using a grounded theory framework
- Interviewed and analyzed how 5 subjects reached consensus in Web3 communities; presented findings at the 2023 HCII conference

PUBLICATION

Wen, MH., Huang, CY., **Chen, YC.**, Lin, IC. (2023). Exploring Factors Influencing Community Consensus Building of Web3 Decentralized Apps. In: Marcus, A., Rosenzweig, E., Soares, M.M. (eds) Design, User Experience, and Usability.

HCII 2023. Lecture Notes in Computer Science, vol 14032. Springer, Cham. https://doi.org/10.1007/978-3-031-35702-2_29

RELEVANT PROJECTS

Stories to You - Elderly Care Play Therapy Toys

July 2023-May 2024

- Worked in a 4-person team to explore Reminiscence Therapy's efficacy in dementia and disability prevention for elderly individuals aged 70-90
- Optimized user flow and designed an accessible graphic user manual for elderly users
- Conducted interviews and tested 4 iterations of graphic manual designs with elderly users in care facilities to improve the effectiveness and usability

LINE App Age-friendliness Redesign |

Oct. 2022-Dec. 2022

- Redesigned the LINE app to improve elderly users' experience by making calling and messaging more intuitive, and shared the prototype with the 4,000-person UI/UX online course

ADDITIONAL

Design & Collaboration Tools: Figma, Adobe Illustrator, Photoshop, InDesign, Miro, Notion

Languages: Mandarin, English