

# XIAOYING CHEN

Product Designer | Amsterdam, NL

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## EXPERIENCE

### IKEA (Ingka Digital), Product UX Designer

Jul 2022 - Present | Amsterdam, NL

- Lead product designer for several co-worker applications during digital transformation of IKEA, focusing on inventory & logistic operation and fulfillment management.
- Initiated and created accessibility guidance for an IKEA co-worker design system.
- UX support for the developer portal of IKEA, daily users over 400 developers.
- UX support for the partner portal of IKEA.

### FastForward.ai, UX Designer

Nov 2019 - Jun 2022 | Amsterdam, NL

- Led creating user experiences in campaign sector. Collaborated with 10+ global clients and other teams to successfully roll out 200+ campaigns targeting end-users.
- Led the holistic designs of multiple new social retail marketing channels.
- Led the re-design of a data dashboard for clients to track campaign performances.
- Built MVPs, Design Systems to mature the design process.
- Created interactive prototypes and demo videos to prospective clients.
- Designed and validated workflows and interface through iterations. Collaborated with multiple roles to drive alignments.

*Learning: In addition to the user-centric goals, the designs should achieve the business goals too.*

### Gocase, Product and Graphic Design Intern

Sep 2016 - Jan 2017 | Amsterdam, NL

- Led creating multiple product packages from designing, communicating with suppliers to production.
- Created 10+ graphic designs for phone cases.
- Collaborated with colleagues to generate new product ideas, built models and 3D printed prototypes for demo.

*Learning: Stepping out of my comfort zones to negotiate with multiple stakeholders. Aware of the power of branding.*

## EDUCATION

### Delft University of Technology

#### MSc, Design for Interaction

Aug 2017 - Nov 2019 | Delft, NL

Master Thesis

*The VR gallery: Using Virtual Reality to enhance current art gallery experience and encourage purchases.*

### Eindhoven University of Technology

#### BSc, Industrial Design

Aug 2014 - Jul 2017 | Eindhoven, NL

Bachelor Thesis

*A Design of an Interactive Emotion Visualization under Quarreling via Lighting System in Home Environment*

## SKILLS

Low to High Fidelity Design & Prototyping  
Persona  
Storyboarding  
Wireframing  
Design / User Research  
Usability Testing  
Marketing & Business Strategy

## TOOLS

Figma  
Adobe Creative Suite  
Webflow  
Fusion 360  
Microsoft Office  
Arduino

## LANGUAGES

Mandarin  
English  
Cantonese