YuWei Chen
UX Researcher & Designer

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User-centered UX Researcher & Designer with 4 years of education trainning and 5+ years practical project experience across Europe and Asia . Specialized in planning and executing research, translating insights into actionable strategies, and delivering human-centric solutions. Educated at TU Delft and NTUST with a strong foundation in both design theory and applied practice. Feel free to explore my work further in my **portfolio: www.ywchen.com**

Experiences

UI/UX Design Intern
TP Vision, Amsterdam, Netherlands, Apr 2023-Sep 2023 (6 months)
- Led end-to-end redesign of the Philips eletronic procucts customer support portal
- Conducted large-scale surveys (1000+ responses), heuristic evaluations, and Google Analytics audits
- Delivered 7+ design iterations, a foundational design system, and hi-fi prototypes

Interaction Design (academic–industry project)
citizenM Hotels, Rotterdam, Netherlands, Feb 2022-Jun 202 (5 months)
- Using AI recognition technology, designed a touch-free interactive device to help hotels improve waste classification accuracy, supporting their environmental sustainability goals
- Developed a touch-free interactive trash bin that allows users to draw simple illustrations for AI recognition and waste sorting, while simultaneously creating unique pieces of art

UX Research & Design (academic–industry project)
9292.nl, Delft, Netherlands, Feb 2022-Jun 2022 (5 months)
- Led full user research for a mature route planning app, tested and optimized new functions
- Conducted 10+ in-depth interviews, card sorting, desirability test, and usability tests
- Restructured information structure and use flow, increasing SUS score from 64.06 to 87.14

UX Researcher Intern
UXI Design, Taipei, Taiwan, Aug 2021-Dec 2021 (5 months)
- Participated in two usability cases and two UX research cases, including KGI Bank app, NPUST veterinary learning platform & EMR System
- Planned and conducted usability tests; analyzed findings using SUS, SEQ, and lostness metrics, and delivered refined hi-fi prototypes
- Analyzed diary studies and delivered strategic reports and data visualizations

Service Design (academic–industry project)
Xizhi Health Center, Taipei, Taiwan, Oct 2020-Dec 2020 (3 months)
- Contributed to transforming Xizhi Health Center into a facility specializing in maternal and child care
- Addressed knowledge and communication gaps between new-parents and the health center
- Co-designed solutions with health professionals through field research, delivering visual publication designs and a knowledge-based interactive app

Data Visualization Design (part-time)
Commerce Development Research Institute, Taipei, Taiwan, Jul 2020 – Dec 2020 (6 months)
- Designed infographic content for social media based on government research data
- Simplified complex findings into accessible visual narratives for the public

Industrial Design Intern
Duckimage, Taichung, Taiwan, Jul 2017 – Aug 2017 (2 months)
- Conducted desk research, ideation, sketching, rendering, and reporting for two product design projects

Award

Third Prize (Regional Final – Hong Kong, Taiwan and Macau) in 10th
User Experience Design Award (UXPA China), Dec 2018
- Designed a novel app "Brain Traveler" aiming to help avoid dementia

Languages

Mandarin, Taiwanese - Native
English - Fluent
Japanese - Novice
French - Novice

Education

MSc, Design for Interaction, **Delft University of Technology**
The Netherlands, Feb 2022 - Mar 2024
- Graduated with Medisign Specialisation (Medical design)
- Received 2 scholarship: MOE Scholarship Program for Overseas Study in Arts and Design & Government Scholarship to Study Abroad (GSSA)

MSc, Design, **National Taiwan University of Technology**
Taiwan, Sep 2019 - Feb 2023

BSc, Industrial Design, **National Taiwan University of Technology**
Taiwan, Sep 2014 - Jun 2019

Skills

- **Desk Research/** Literature, Information Architecture, Competitor Analysis
- **User Research/** Semi-structured Interview, Usability Test, Observation, Diary Studies, AB Test
- **Qualitative Analysis/** KJ, Thematic Analytics
- **Quantitative Analysis/** Statistical Significance, Regression Analysis
- **Service Design**
- **Co-creation**
- **Story-telling Visualization/** User Journey Map, Persona, Blueprint
- **Prototyping/** Wireframing, Low/High-Fidelity Prototyping
- **User Interface Design**
- **Design System**

Tools

- **Graphic Design & Image Editing/** AI, PS, ID, LR, AE, PR
- **Prototyping/** Figma, XD, Sketch, Proto.io, WordPress
- **3D Modeling & Rendering/** ProE, Rhinoceros, Keyshot ,Vred
- **AI Recognition/** Voiceflow, Teachable Machine
- **Statistics & Analytics/** SPSS, Google Analytics
- **Notion, Miro, Keynote, Microsoft 365**