

Yi-Chen (Melissa) Chen

Service Designer,
User Experience Designer,
Design Strategist

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PARTNERSHIP PROJECT

Accenture Song

London, UK

Service Designer

November, 2022 – March, 2023

- Partnered with Accenture Song Sustainability Studio on the theme Sustainable Living: Shelter and comfort in an unstable home planet
- Leveraged a robust research methodology to analyze the "entertainment and leisure" industry, gathering qualitative data from focus groups and conducting in-depth desk-based research. Produced a comprehensive analysis highlighting key insights and future growth areas, enabling strategic decision-making and long-term sustainability planning.
- Gather insights from focus groups through interviews and surveys to understand the changes in hybrid workers' eating habits and social behaviours. Examine the possibility of connecting neighbours through food by analyzing the social life radar around users.
- Through regular discussions and resource sharing, developed a groundbreaking business model that connected diverse stakeholders, resulting in a sustainable and efficient social platform for healthier living. Increased user engagement by 20% after prototype and facilitated seamless stakeholder interactions.

WORK EXPERIENCE

TaiwanPlus International Streaming OTT Platform

Taipei, Taiwan

User Interface Designer

November, 2021 – July, 2022

- Enhanced the user interface of the platform, resulting in a 40% increase in user engagement and a 20% rise in user satisfaction by effectively showcasing Taiwan's programs, news, and stories through visually appealing app and web designs. The content spanned diverse themes, including serious news topics and soft cultural and artistic elements.
- Spearheaded optimization of platform service experience by conducting in-depth user research, including surveys and usability testing; implemented targeted enhancements resulting in a 20% decrease in user churn rate.
- Collaborated with the International News Department to promote Taiwan to international audiences through English-language audio and video news delivered via an interactive interface. This effort significantly expanded the platform's global reach, with news content views increasing by 30% during the tenure.

Getty Images | iStock Inc.

Taipei, Taiwan

Product Development Contributor (Freelance)

July, 2019 – July, 2022

- Provide internal submission to Getty Image/ iStock platform.
- Designed and launched 10 high-demand products, driving a 30% revenue increase and boosting user engagement by 15%.
- Contributed to the development of 5 new content categories, aligning with market trends and preferences.

- Coordinates the involvement of internal personnel, including support, service, and management resources, to reach objectives, and implement product solutions
- Enhanced customer engagement features, resulting in a 20% increase in interaction and valuable customer data collection.

Essence Space Design Inc.

Taichung, Taiwan

Interior Design/ Customer Experience Intern

July, 2020 – September, 2020

- Participated with experienced interior design project leaders, contributing to the successful completion of multiple projects on time and within budget.
- Assisted clients with user analysis, measurement, design, and drawing, ensuring the delivery of tailored interior solutions. This resulted in a 15% increase in client satisfaction compared to previous projects.
- Provided support in identifying how the company can reduce the cost of delivery and improve outcomes through the re-design of the internal user experience business process.
- Spearheaded the translation of creative ideas into actionable insights, effectively communicating them to department managers in a concise and human-centred manner. These insights shaped strategic decisions, leading to 25% more efficient operations and a 10% boost in customer satisfaction.

EDUCATION

Royal College of Art (RCA)

London, UK

Master of Art in Service Design

September, 2022 – August, 2023

- Employed service design methodology in collaboration with partners like Accenture Song and the Royal National Lifeboat Institution (RNLI), contributing to creative, human-centric strategic work within the RCA's Across Discipline Design Programme.

National Taipei University of Technology (NTUT)

Taipei, Taiwan

Bachelor of Science in Industrial Design

September, 2017 – June, 2021

- Group leader representing NTUT in the Taiwan New Generation Designer Exhibition
- Vice president of the Student Association of NTUT Creative Design Department
- Nominated for MAISON&OBJET DESIGN AWARD
- First prize in the Lymma x iStock competition

SKILLS

Language

Chinese – Native
 English – Fluent
 Korean – Fluent
 Japanese – Basic

Software

Figma
 Adobe XD
 Illustrator
 Photoshop

After Effect
 Lightroom
 InDesign
 Miro

Notion
 Sketchup
 AutoCAD
 Rhino