

# COCO ZHENKE CHEN

UX / UI DESIGNER

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EDUCATION      **ArtCenter College of Design**      Pasadena, CA | 09, 2020 - 12, 2024

Bachelor of Science | Interaction Design

- GPA: 3.88/4.0 with Distinction • Undergrad Scholarship • ArtCenter Provost's List

RECOGNITION      **Invited Speaker | World IA Day 2024**      Pasadena, CA | 03, 2024

- Shared insights and an AR project "Sparkling Farm" related to IA in Spatial Design at World IA Day 2024, hosted by ArtCenter, highlighting innovative approaches and solutions in integrating information architecture within physical spaces.

PROFESSIONAL EXPERIENCE      **UX/UI Design | CrosChat**      Remote | 10, 2024 - Current

- Sole designer for AI-powered chatbot solutions tailored for B2B clients, covering web design, system functionality, and user interactions within the bot chat experience.
- Established a comprehensive design system to ensure consistency across various user interfaces, enabling seamless adaptation to diverse client brand guidelines.

**UX/UI Design Intern | Pixocial Technology**      Shenzhen, China | 06, 2024 - 09, 2024

- Designed AI web photo editing tools, achieving top 5 Google rankings, doubling daily clicks, and increasing app downloads by 85%, boosting long-term user conversion.
- Standardized a color system across four websites, enhancing visual consistency and design efficiency.
- Created cross-platform user testing questionnaires to support ongoing product iterations.

**UX Design Intern | SenseTime**      Shenzhen, China | 06, 2021 - 08, 2021

- Designed and iterated prototypes for 3+ B2B platforms, specializing in smart community, campus, and urban management solutions.
- Collaborated closely with PMs and engineers to merge diverse insights into user-focused functionalities.

**Teaching Assistant | ArtCenter**      Pasadena, CA | 05, 2022 - 08, 2022

- Guided and mentored 20+ students one-on-one in Processing to create interactive games and visual installations.
- Collaborated with instructors to develop and deliver comprehensive course content.

PROJECT EXPERIENCE      **Experience Designer | Purina Fancy Feast Sponsored Studio**      Pasadena, CA | 01.2024 - 04.2024

- Led research and UI/UX design for a Fancy Feast and ArtCenter sponsored project, conducting 10+ user interviews for insights, also conceptualizing market-expanding, brand-boosting innovations.

SKILLS      **Industry Skills**

UX Experience Design, Visual Design, Wire-framing, User Research, User Journey Map, User Persona, User Scenario, Usability Testing, Data Visualization, Prototyping, Strategy Planning, 3D Motion Design

### Tools

Figma, Sketch, Adobe Creative Suite, Cinema 4D, Solidworks, Gravity Sketch, Twinmotion, KeyShot, Unity, Unreal Engine, Microsoft Office Suite, HTML/CSS, Python, Processing, React.js, Javascript, Webflow, ProtoPie

### Language

English (Fluent), Mandarin (Native)