Yun-Ting Chen, Holly

User Experience | Product Designer

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Work

Product Designer
Nielsen

Jan 2022-Present, United States

• Craft B2B ad-tech platform designs by translating complex data-heavy problems into intuitive, cohesive interfaces.

• Define and delive 0-1 product design that meet tech constraints and business needs as the primary designer through close collaboration with product management and engineers in an Agile product team.

• Make value-driven design decisions and effectively influencing strategic product decisions by conducting UX research initiatives ranging from discovery user interviews to usability tests.

• Contribute reusable patterns to the design system and advocating for its application across different products.

• Recognized with the "Simply Excellent Award for Growth" for leading initiatives and crafting consistent user experience across platform products.

UX Designer (Part-time)
Trova AI, Inc

May-Dec 2021, United States

• As a founding designer, shipped the design of an AI-driven personal search web app experience within a cross-functional Agile team.

• Initiated usability testing and integrated analytics tools to drive data-informed design decisions.

UX Designer (Part-time)
Personify Inc.

Mar 2020-Jan 2021, United States

• Researched, tested and shipped website redesign that enabled brand awareness for a 34% growth in sales and a 184% increase in software downloads.

• Delivered a user-centric MVP design validated through several rounds of usability testing, collaborating closely with the PM, visual designers, and the engineering team. This effort resulted in the successful launch of, a B2B desktop product, in October 2021.

Product Marketing Associate
Foxconn Technology Group

Feb 2017-Jul 2019, Taiwan

• Managed product development projects with international clients across different time zones. Launched 5 new products in the overseas market.

• Conducted market research, competitor analysis, and translated data into insights for the product development team.

Education

University of Wisconsin-Madison
2019-2021, United States

MS Information Science, Specialized in UX Design

University of Bath
2015-2016, United Kingdom

M.A. Interpreting & Translation

The Chinese University of H.K.
2012-2015, Hong Kong

B.A. in Translation

Skills & Tools

Interaction Design, Information Architecture, Discovery Research, Prototyping, Design Thinking, Usability Testing, Data Visualization

Figma, Adobe Creative Suite, Axure, Sketch, InVision, HTML/CSS, Google Analytics, Tableau