

YING-CHEN CHEN

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Summary

UX graduate student with a focus on AI-driven Web3 products, user research, human-centered system design, and product thinking. Experienced in building and iterating AI-enabled workflows that combine research insights, model outputs, and human input, using user behavior analysis to improve usability and decision quality. Work closely with AI tools to structure problems and iterate quickly, while collaborating with cross-functional teams to turn ideas into product outcomes.

EDUCATION

Arizona State University, Polytechnic Campus — GPA: 3.83 Aug 2025 – May 2027 (Expected)
MS in User Experience
National Taipei University of Business — GPA: 3.4 Aug 2020 – Jan 2025
BDes in Commercial Design and Management

SKILLS

UX Research & Design: Mixed Methods Research, User Research, Research Design, Usability Testing, A/B Testing, Interviews, Surveys, User Behavior Analysis, Journey Mapping, Prototyping, Iterative Design
Analysis: Qualitative and Quantitative Analysis, Data-driven Insights, Research Synthesis, KPI Tracking
Collaboration: Cross-functional Collaboration, Stakeholder Alignment, Workshop Facilitation, Research Communication
Tools: Figma, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, HTML, CSS, Claude Code, Framer AI, Stitch

PROFESSIONAL EXPERIENCE

twin3 — AI/UX Researcher, Product Alignment Team (Remote) Feb 2024 – Present

- Designed and implemented user flows and interactive prototypes for a Web3-based AI agent marketplace platform with real transactions, currently in alpha testing with over 6K users
- Analyzed user behavior and usability issues through early-stage testing and usage patterns, identifying friction in onboarding and task execution, improving interaction flows and increasing task completion by 20%
- Conducted product-focused user research to evaluate feature usability, user trust in AI agents, and task delegation flows, informing product direction and design decisions
- Collaborated with engineers in an agile workflow to translate design decisions into functional product features

LINE Taiwan — Project Assistant Intern, B2B Marketing (Taipei, Taiwan) May 2024 – Jan 2025

- Conducted user interviews and surveys to understand enterprise user needs and workflows, informing ad campaign strategies and increasing ad spend
- Synthesized qualitative and quantitative findings into recommendations for product improvements, supporting SMB users in managing self-serve ads and increasing ad exposure
- Organized 20+ stakeholder workshops to validate user journeys and align design decisions with business goals
- Improved internal workflows by redesigning request forms and scheduling systems, increasing team efficiency

Capital Futures — UX Intern, Digital Growth Team (Taipei, Taiwan) Jun 2023 – Sep 2023

- Analyzed user behavior using personas, journey mapping, and heatmaps to identify usability issues, and structured information architecture and feature prioritization for a futures trading platform
- Redesigned interface structure and contributed to the development of a design system during the company's digital transformation, improving navigation and interface clarity
- Conducted A/B testing and iterative design refinements based on data analysis, increasing user engagement by 16%

PROJECTS

Door Face App – Smart Home UX Design Project Feb 2026 – April 2026

- Conducted competitive analysis and defined user workflows for a smart home application integrating door lock control, identity verification, security systems, and home device management
- Created personas, task analysis, and journey maps to structure product flows and user interactions
- Built interactive prototypes and conducted usability testing to evaluate navigation and system usability, and contributed to redesigning the design system

Stories to You – Elderly Care Therapeutic Toy System Mar 2023 – May 2024

- Conducted usability testing with elderly users to identify interaction challenges and usability barriers
- Designed and iterated interaction flows to improve comprehension and ease of use
- Refined prototypes through 3 iterative testing cycles based on user behavior and feedback
- Awarded Silver Winner, International Design Awards 2024