Allison Shen

UX Design Expert | **Team Management**

8+ years of experience in designing web and mobile applications, rich experience in 0-1 product design; Expertise in user research, prototyping and testing, UX design, familiar with design system and industry research; Good at open topics, strong problem solving and project management ability; Spirit of experiment, iteration and innovation, flexibly apply design thinking to collaboration and management to improve team efficiency and vitality.

Contact

📞 +86 - 18516687119

✉️ shenchenchen1989@yeah.net

Skills & Traits

- UX Design
- User Research
- UI Design
- Industry Research
- Design Thinking
- Demand Analysis
- Problem Solving
- Project management
- Data Analysis
- Team Management

System Design | Design System | Design for Hapiness | Open Topics

Education

TU Delft / Master of Science
2012.09 - 2014.07
Design for Interaction; graduated with Cum Laude distinction

Shanghai Jiaotong University / Bachelor of Science
2008.09 - 2012.06
Industrial and Product Design; awarded "National Scholarship"

Others

Lecturer of Design for Happiness Workshop @ Lizhili

Design Volunteer @ Hongyan Student Donation Agency

Work Experience

Tencent / Senior Product Designer
2020.12 -2023.01

Responsible for the experience design of business products at Tencent Qidian Linghang product line, including front-end and middle platform system.

- Built the componentized system from 0 to 1 for exhibition front pages, greatly improving design and development efficiency;
- Responsible for the design of large-scale exhibition projects;
- Function design and component refinement for the middle platform, sorted out complex concepts, balanced experience and development costs;
- Led the research on exhibition industry and e-commerce websites, assisting customer positioning and strategic direction;
- Optimized the cooperation process of cross-functional teams;
- Top 5% in two of the three performance evaluations, named "the 2021H2 Flash Star" of the department.

Laix / Design Lead, Design Expert
2014.11-2020.08

- 0-1 built the experience of multiple products (DongNi®, DongNi® A+, Liuli Academy app, etc.)，responsible for the design of Laix® app. Dongni English® had millions users, billions of revenue, and was selected as the official language training tool for G20 Summit volunteers;
- Designed creative ways of mobile English learning, which was referred by other products. 3 personal patents, and 7 team patents;
- Through research and prototyping, combined user problems and product opportunities to help the team break through the bottleneck, establish direction, and optimize the experience;
- Managed the design team (7-9 people) under Adult English Learning Business Group , deeply participated in and directly influenced important product decisions. Significantly improved the team's growth and vitality, and cultivated 11 designers.

Europeana / Research & Design Intern
2014.02 - 2014.08

Graduation project: design for user engagement on Europeana Channels, which is a thematically segmented web platform on cultural heritage.

Delft Institute of Positive Design / Research Intern
2012.12 - 2014.05

Investigated people's gift-receiving experience, addressed the ingredients of gifts that make people happy, and designed a tool to interpret the research insights. The project was published in *Positive Design Reference Guide*.

SAP Labs China / UX & UI Intern
2012.01 - 2012.06

Experience design of the BI product "Xcelsius" on mobile and iPad，including UX & UI design, prototyping and testing.