EUKA CHEN

UX/Product Designer

Detail-oriented Product Designer with a decade of experience in crafting user journeys from inception to completion. Proficient in delivering solutions that align with business and product roadmap, accommodate technical constraints, and address user pain points, all with a focus on usability.

CONTACT

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(412)-330-9880

www.eukachen.com

EDUCATION

Master of Entertainment Technology

Carnegie Mellon University
Pittsburgh, PA (2014)

B.A. in Journalism & B.A. in Digital Entertainment Design

Tsinghua University
Beijing, China (2012)

EXPERTISE

End-to-end product design

Complex problem solving

High-fidelity mental modeling

User journey and flow design

Component design

Design library management

User testing and interview

EXPERIENCE

Senior UX Designer

Sitecore   2021 - 2024

○ Led the post-acquisition design efforts for integrating the existing Reflektion product into the Sitecore ecosystem, as well as for developing a new product utilizing Reflektion technology.
○ Collaborated with stakeholders to ensure the acquired product aligned with the new roadmap and business goals.
○ Explored and designed potential features accommodating Gen-AI.

UX Designer

Reflektion   2016 - 2021

○ Led the delivery of a product from concept to exit, contributing to the company's acquisition.
○ Designed all major features of the product while developing a cohesive design language, ensuring consistency across all features.
○ Harmonized technical constraints, product visions, and user needs to transform a tech-centric product into an easy-to-use experience.
○ Collaborated extensively with stakeholders from all aspects to translate high-level concepts into actionable requirements, delivering high-fidelity prototypes that actively contributed to shaping the product roadmap and identifying key issues.

UX/UI Designer

Sqwell   2014 - 2016

○ Delivered an end-to-end design of a wellness platform for a start-up.
○ Incorporated various partner workflows and designed experiences for multiple personas including partners, fitness instructors and general users.
○ Worked closely with all stakeholders on the product roadmap, assessing and addressing customer needs.
○ Defined the information architecture and design patterns of the product and established a solid foundation.