

TzuYin Chen

Product Designer

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PROFESSIONAL SUMMARY

Product Designer with 5+ years turning ambiguous requirements into clear, elegant experiences across web and native apps—from user research and journey mapping to accessible UI. I'm skilled in navigating the tension between user needs, business goals, and regulatory constraints, backing design decisions with data and hypothesis-driven iteration. Experienced building modular design systems and collaborating with senior stakeholders in fast-paced, multidisciplinary teams.

EXPERIENCE

SSE Business Energy — Product Designer

Aug 2023 – Present

- Validated self-serve chatbot hypothesis by iterating conversational flows and microcopy based on user research, reducing call-centre traffic by 78% and task completion time by 35%.
- Designed invoice and payment history experience for responsive web platform under Ofgem regulation, increasing self-service adoption to 68% through iterative user testing.
- Mapped customer journeys and prioritised self-service opportunities to reduce change-of-tenancy SLA from 44 to 12 days through cross-functional Agile collaboration and roadmap planning.
- Expanded design system coverage and identified inconsistencies by building AI-enabled workflows using Claude Design and Figma, accelerating design production and improving component reusability.

Freelance, Remote — Product Designer

Mar 2023 – Jul 2023

- Established design system and UX principles for iOS and Android savings app, reducing user click-depth on task completion through end-to-end prototyping and early-stage product logic definition.
- Designed conversational flows for AI-assisted skincare consultancy platform, simplifying user interaction steps to improve experience and enable better outcomes through human-like dialogue design.

University of the Arts London — Service Designer (Education)

Jul 2022 – Apr 2023

- Conducted stakeholder research and co-facilitated workshop design with AI product teams to increase early-stage adoption of AI ethics considerations, improving cross-functional engagement across diverse expertise areas.
- Designed and tested workshop engagement toolkits with student designers and external stakeholders, translating stakeholder research findings into reusable workshop facilitation methodology.

Med-net Co., Ltd. — UX/UI Designer (B2C Healthcare)

Aug 2020 – Jan 2021

- Designed clinic-facing patient scheduling dashboard user flows and prototypes, reducing scheduling administration time by 45% through streamlined interface design and cross-functional collaboration.

EDUCATION

University of the Arts London — MA in Service Design — Oct 2021 – Dec 2022

Chang Gung University, Taiwan — BA in Industrial Product Design — Sep 2015 – Jun 2019

CERTIFICATIONS

Generative AI Fundamentals (2026) | Lean Six Sigma (2024) | ICAgile (2024) | UX Design Foundations, Google (2021)

SKILLS

Design: Usability Testing, User Interviews, Quantitative & Qualitative Research, Journey Mapping, Service Blueprinting, Wireframing & Prototyping (low- to high-fidelity), Information Architecture, Inclusive Design, WCAG 2.2 AA, A/B Testing, Hypothesis-Led Design

Tools: Figma, Cursor, Figma Make, Claude Design, Miro, UserTesting, Maze, Power BI, Power Query, Excel, Google Analytics, HTML/CSS (working knowledge)

Methodologies: User-Centred Design, Agile / Cross-Functional Teams, Design Thinking, Co-Design, Workshop Facilitation, Conversational Design, Data-Informed Design