

TzuYin Chen

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Product designer with 5+ years delivering end-to-end digital experiences across web, mobile, and native apps. From journey mapping and user research through to polished, accessible UI. Passionate about championing user validation, ideating interactive prototypes, and backing design decisions with data. Increasingly focused on how AI is reshaping customer journeys — both as a design challenge and as a tool, using AI to accelerate journey mapping, surface insights faster, and prototype with greater precision. Experienced collaborating with senior stakeholders, sharing insight across product and engineering teams, and contributing to modular design systems in fast-paced, commercial environments.

EXPERIENCE

SSE Business Energy - Product designer(B2B)

Aug 2023 - PRESENT

- Owned end-to-end interaction design for a customer-facing AI assistant, from problem framing and dialogue flow modelling through to delivery. Reducing task abandonment in account-based journeys by 42% through iterative usability testing and analytics-led iteration.
- Redesigned AI routing and escalation flows, simplifying multi-step journeys and introducing transparent handoff patterns in close collaboration with engineering and operations. Increasing end-to-end task completion by 36%, with all flows meeting WCAG accessibility standards.
- Led responsive web design for a customer onboarding and moving premises portal, mapping end-to-end journeys, reducing friction across sign-up and submission flows, and applying systems thinking to achieve 80% self-serve adoption.
- Designed a dynamic CX insights dashboard translating analytics and qualitative signals into a unified interface. Directly connecting design decisions to measurable commercial outcomes and contributing reusable data visualisation patterns to the team's design system in Figma.

Freelance, Remote - Product Designer (Ecommerce)

Mar 2023 - Jul 2023

- Built a comprehensive design system, high-fidelity prototypes, and interactive mockups. Giving product owners a clear, consistent foundation to move from concept to launch with confidence.
- Guided clients through early-stage product development using persona creation, journey mapping, and user story mapping to shape direction and align on user needs before a single screen was designed.
- Designed and developed a WordPress site and database, delivering a seamless end-to-end experience from information architecture through to final build.

isITethical - Service Designer (AI Ethics)

Jul 2022 - Mar 2023

- Conducted qualitative research on user trust and bias in AI systems, translating findings into evidence-based design frameworks that shaped responsible product decisions.
- Facilitated multidisciplinary workshops with consultants and technologists to align on responsible AI adoption, driving cross-functional consensus on complex, ambiguous challenges.
- Synthesised research into decision-ready outputs, including heuristic evaluations and competitor analysis. Informing AI governance patterns and design system documentation standards.

University of the Arts London - Teaching Assistant

Jan 2023 - Apr 2023

- Delivered workshops on qualitative research, design ethics, and human-centred methods; mentored students in translating complex insights into structured, actionable design narratives.

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

Aug 2020 - Jan 2021

- Redesigned consumer-facing native app interfaces using behavioural insights and A/B testing, increasing conversion and reducing drop-off by 25-30%.

SKILLS

Design:

Usability Testing, User Interview, Quantitative & Qualitative Research, Heuristic Evaluation, Insight Synthesis, Data Storytelling, Journey Mapping, Wireframing and Prototyping

Tools:

Figma, Claude Design, Miro, Cemantica, User Testing, Maze, Power BI, Power Query, Nice CX, Google Analytics

Methodologies:

Agile, Lean, Design Thinking

Languages:

English (Fluent), Mandarin (Native), Taiwanese (Native)

CERTIFICATIONS

Lean Six Sigma 2024
ICAGile 2024
Google UX Design 2021

EDUCATION

University of the Arts London, London -
MA in Service Design

Oct 2021 - Dec 2022

Chang Gung University, Taiwan - BA in
Industrial Product Design

Sep 2015 - Jun 2019