Rena (Chen, Chia-Yu)

Senior UI/UX Designer | User Researcher

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Senior UI/UX Designer with over **5 years of experience** specializing in high-density data platforms, **iGaming**, **FinTech**, and **social media SaaS**. Proven expertise in 0-to-1 product architecture, building scalable Design Systems, and conducting international user research. Adept at translating complex user behaviors into intuitive, high-performance interfaces that drive engagement and business growth.

WORK EXPERIENCE

Shellfans AI Inc. | *Senior UI/UX Designer* | *2025/10 – Present*

- Led the 0-to-1 experience design for a **social media** management platform, establishing an enterprise-level Design System from scratch to standardize components and streamline collaboration between design and development.

AI Label Inc. | *UI/UX Designer* | *2024/10 – 2025/10*

- Led the 0-to-1 RWD experience design for high-density **iGaming** platforms, establishing an enterprise-level Design System from scratch to standardize components and streamline collaboration between design and development.
- Established a scalable Design System from scratch, unifying RWD components and interaction patterns to reduce design-to-dev handoff time by 40%.
- Optimized conversion funnels through iterative A/B testing and CTA refinements, successfully increasing registration completion rates by 34%.
- Driven product growth by leveraging GA/Clarity analytics and international user research to enhance feature usage by 25% across various localized markets.

CXC studio Inc. | *Senior UX Researcher* | *2024/04 – 2024/10*

- Conducted surveys and behavioral analysis to translate user pain points into product requirements , tracking KPIs (conversion, retention) to drive data-informed design decisions. **(iGaming, FinTech)**

Global B2B Consultancy Inc. | *Senior UX Researcher* | *2018/05 – 2022/07*

- Established periodic research documentation and reports to propose actionable design solutions , ensuring product iterations consistently align with both user needs and commercial goals. **(iGaming, FinTech)**

TECHS SKILLS

User interviews
User Surveys
Design system
Web/App/RWD designer
Wireframes, Prototyping
A/B testing
Usability testing
HTML, CSS, JavaScript

TOOLS

Figma, Adobe XD
Miro, Maze
Jira, Trello
Google Analysis, Piwik
Clarity, Hotjar
Agile/Scrum

EDUCATION

Interactive Media Management - Interaction Design   *09/2022–04/2023*

Post Graduate Certificate, Conestoga College

CERTIFICATIONS

Google UX Design Certificate ; Google Analytics Certificate