Xiwen Chen

PRODUCT DESIGNER

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xiwenchen.com

Anchorage, AK
Open to Relocation

EXPERIENCE

JKD Brands

Design & Production Manager | Jan 2025 – Present
Project Manager | Apr 2024 – Jan 2025
Designer | Jul 2023 – Apr 2024

- Led the redesign and Nov 2024 launch of a B2B e-commerce platform with 500+ products across 49 pages, from research and information architecture to Figma prototyping, UI design, and WooCommerce implementation. Used usability testing with 20+ participants to inform design iterations. Post-launch, online inquiries grew from 0 to~45/month within six months; account registrations rose 137% year over year.
- Designed and built JKD Project Workspace, an internal project management tool for packaging projects, with shared records, revision specific approvals, and role-based quotation views. Directed AI-assisted implementation and released it for internal testing in Sep 2026.
- Designed and configured a HubSpot CRM workspace for~22 employees across 7 departments. Interviewed staff in each role, mapped workflows, and created tailored views and automations; iterated on post-launch feedback.
- Partnered with an SEO specialist on on-page optimization, contributing to 84% growth in ranking keywords (236 to 435) and 231% growth in estimated monthly organic traffic (156 to 516, Semrush).
- Led an 11-person cross-functional team and created SOPs and templates to standardize custom projects from quotation through delivery.

STEY / Side Information & Technology

UI/UX Designer | Mar 2023 – May 2023

- Designed interfaces across 3 IoT hospitality products: STEY Console, STEY App, and Hotel Staff App.
- Contributed to the design system, applied it across all three products, and collaborated with engineers on implementation.

ADDITIONAL EXPERIENCE

Meals on Wheels Atlanta

Visual Designer | Dec 2022 – May 2023
Designed digital and print fundraising materials; collaborated with partners including Humana and Mercedes-Benz.

Freud Inc. (BOSCH subsidiary)

Visual Designer | Nov 2021 – Oct 2022
Created branding and packaging style guides; supported marketing events and trade shows.

Freelance UI design clients: Tencent Cloud; Industrial and Commercial Bank of China (ICBC)

Product Designer with 3+ years of UX experience in B2B commerce and internal tools. Takes products from user research and interaction design through implementation, launch, and iteration.

EDUCATION

Savannah College of Art and Design
M.A., Visual Communication and User Experience | 2019–2021

Chongqing Technology and Business University
B.A., Digital Communication and Media | 2014–2018

AWARDS

International Design Awards (IDA) 2021
2 Gold, 1 Honorable Mention

Savannah College of Art and Design
Achievement Graduate Scholarship

CORE EXPERTISE

Research: User research, stakeholder interviews, usability testing, and workflow mapping

Interaction design: Information architecture, user flows, wireframes, and interactive prototypes

Systems: Design systems, role-based interfaces, approval flows, and CRM automation

Delivery: Developer handoff, stakeholder communication, team coaching, and SOPs

Visual design: UI design, branding, packaging, and print production

TOOLS

Figma, HTML/CSS, WordPress, WooCommerce, HubSpot, Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Cursor, Codex, Maze, Semrush