

Alexander Shen

Experience Designer, Experience Researcher

“ Design is about three dimensions and the five senses. ”

Danielle Sacks

- fnsHEN.com
- alexandershenid@gmail.com
- [linkedin.com/in/alexanderfnsHEN](https://www.linkedin.com/in/alexanderfnsHEN)
- +1 9122240803

Experience

Design Manager

Xhome Inc, Fresh 2 Inc

650 fifth Ave, New York
08/2023 – Present

- Led the design and implementation of consistent brand guidelines across all touch points.
- Developed on SEO-optimized website design, enhancing pc/mobile responsiveness, streamlining the checkout process, and integrating interactive product features. Collaborated cross-functionally with marketing, product, and IT teams to amplify brand cohesion and execute successful campaigns. and 3D product tours.
- Fostered collaboration between marketing and product teams, ensuring brand and technical consistency.

UX Designer, UX Researcher

Royal Caribbean Group

Savannah, GA
07/2022 – 08/2022

- Collaborated with a 15-member cross-functional team for Scenario planning for 5, 10, and 15-year plans.
- Led user research initiatives, identifying key user needs and behavior patterns.
- Managed and developed 4 concepts for sustainability initiatives, intellectual property, and new destinations.
- Conducted User research, Usability testing, Prototyping, Storyboarding, Sketching, and Mockups to identify pain points and develop effective solutions aligned with user requirements.

Product Designer, UX Researcher

Sweet Auburn Works

Atlanta, GA
01/2022 – 06/2022

- Collaborated with a 5-member cross-functional design team and coordinated with two business partners toward launching a marketing strategy.
- Implemented design workshops and presentations to stakeholders and clients, resulting in improved communication and alignment of project goals.
- Directed a stakeholder kickoff workshop to gather as much information as needed to build a research plan.
- Iterated the design based on user research, resulting in a final product that helped small businesses achieve actionable solutions.
- Developed a learning toolkit implementing design thinking and design methodologies to empower small business entrepreneurs.
- Conducted design methodologies to understand the pain points and needs of business owners, resulting in an easy-to-use toolkit.
- Designed a Pop-up store by implementing design thinking process and design methodologies.

Sketcher, UI/UX Freelancer

Fiverr

US
2020- 2022

Graphic Freelancer

Alibaba

Beijing, China
2017 – 2020

Co-Founder, Web designer

Douhao Technology Inc.

Dalian, Liaoning, China
2015-2018

Skills & Tools

Skills

- Design thinking, Double diamond, System thinking.
- User research, Survey, Interview.
- Affinity mapping, Persona, User journey, Storyboarding, Sketching.
- Information architecture, Wireframe, User Flow, Prototyping, Visual design.
- Usability testing, A/B testing, Prompting

Tools

- Figma, Adobe XD, Illustrator, Indesign, AE, PS
- Webflow, Python.
- Rhino, Cinema 4D, KeyShot, Spline.
- Gravity Sketch, Procreate, MidJourney, Miro.

Education

Savannah College of Art and Design

Master of Art in Design Management

- Involved in UX research
- GPA: 4.0/4.0
- Volunteer in SCAD SERVE

Summer 2021 – Fall 2022

Savannah College of Art and Design

Master of Art in Industrial Design

- Involved in UX/UI design
- GPA: 3.9/4.0
- Volunteer in SCAD SERVE

Spring 2019 – Fall 2021

Beijing University of Technology

Bachelor of Engineering in Industrial Design

- involved in Sketching, 3d modeling, and CMF
- GPA: 3.7/4.0
- Honorable Mention
- Most Influential student Start-up

Fall 2013 – Spring 2017