

Alexander Shen

Product Designer, UX/UI Designer

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

Danielle Sacks

- fshen.com
- alexandershenid@gmail.com
- linkedin.com/in/alexanderfshen
- +1 9122240803

Experience

Product Designer,
UX designer
[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.
- **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 designer
[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.

GUI Design Freelancer
[Alibaba](#)

Beijing, China
2017 - 2020

- **Collaborated** with clients to understand their design needs and requirements.
- **Conducted** user research to identify pain points and needs of the target audience.
- **Executed** over 50 projects as a Sr graphic designer for visual Design (Logo, Icon, layout, and typography).
- **Designed** components resulting in UI designs and satisfying user needs.
- **Developed** effective visual design solutions for clients in various industries, including e-commerce, healthcare, and education.

Co-Founder,
Web designer
[Douhao Technology Inc.](#)

Dalian, Liaoning, China
2015-2018

- **Created** UI/UX for web and mobile platforms, resulting in a 35% increase in user engagement and retention rates.
- **Developed** and **Strategized** a promotion website using HTML5, resulting in a remarkable 25% increase in user acquisition and retention.
- **Secured** ¥500,000 in angel funding through strategic branding and marketing efforts, demonstrating proficiency in product design and ability to contribute to business growth.

Education

Savannah College of Art and Design
[Master of Art in Design Management](#)

- 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](#)

- GPA: 3.9/4.0
- Volunteer in SCAD SERVE

Spring 2019 - Fall 2021

[Beijing University of Technology](#)
[Bachelor of Engineering in Industrial Design](#)

- GPA: 3.7/4.0
- Honorable Mention
- Most Influential student Stand-up

Fall 2013 - Spring 2017

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](#), [XD](#), [Illustrator](#), [AE](#), [PS](#), [Miro](#).
- Python, Webflow.
- [Rhino](#), [Cinema 4D](#), [KeyShot](#), [Spline](#).
- Gravity Sketch, Procreate, MidJourney.