



SANDI CHEN

• UX & UI Product Marketing •

EXPERIENCE

- 2019 - 2017** **SR. UX & DESIGN LEAD**
SUMO
 Austin, TX

To get more exposures in product decisions, and work closely with the PM and Dev. I transition to Sumo, a local Austin business provides the easiest to use web tools for ecommerce stores. I helped establishing the user centric culture and product process, provided feedback on product decisions, and led the design team to success.
- 2017 - 2016** **UX DESIGNER**
FJORD
 Austin, TX

After two years working at the Verizon R&D, I wanted to focus on the UX. Chaotic Moon, later merged with Fjord Accenture, was known for its creativity and expertise in reimagining the user experience. I worked with high profile clients such as Hertz, USPS, and Engie in roles such as testing, stakeholder interview, analysis and more.
- 2016 - 2014** **UI & UX DESIGNER**
VERIZON R&D
 Palo Alto, CA

in 2014, I transition into the UX and UI design. After working at BOX and other high profile tech company in Silicon Valley, I started product design at the Verizon Innovation Lab. Collaborated with the PM and Dev, we created dozens of mobile solutions including OUTTA, the world's first AR social app.
- 2014 - 2004** **GRAPHIC DESIGNER**
HADW, CELERY DESIGN
 Berkeley & SF, CA
 Seattle, WA

My design career started interning in Celery Design Collaborative (Berkeley, CA), a pioneer in eco-design. Upon obtaining BFA in CCA. I continued to train my design, branding, and marketing skills through various in-house, freelance, and design agency across platforms likes print, packaging, film, web, animation, and much more.

SKILL & RECOGNITION

SKILL

Design Lead: Manage the design team's daily tasks, provide creative directions. Meet with the product team leads for prioritization.

UX: Project prep and scoping. Workshops, interviews, user flow, prototyping, and annotation.

UI: High-fi design, redline assets exports, art and creative directions

SOFTWARE

UX & UI: Sketch, Zeplin, Principle & Invision

Web & Creative: Adobe Photoshop, Illustration, InDesign, After Effect. Rapid Weaver, HTML & CSS

CALIFORNIA COLLEGE OF THE ARTS, SF

BFA in Graphic Design

AWARD

AIGA Cause/Affect Award

LANGUAGES

English, Mandarin & Taiwanese

PORTFOLIO
SANDICHEN.COM

MOBILE
408 674 4087

EMAIL
sandi.i.han@gmail.com

