

# Alan Chen

Design Technologist

Versatile product designer and engineer combining UX, AI/ML, and frontend expertise to build delightful user experiences. Demonstrated success in supporting user acquisition/retention via rapidly prototyping complex flows and building robust internal tools. Thrives in fast-paced environments, aligning business and user goals to rapidly bring new ideas to life.

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(pw: gameofphones)

## Design Skills

Figma/Figma Plugins  
Principle  
Adobe Photoshop  
Adobe Illustrator  
Adobe Premiere Pro  
Adobe After Effects  
Adobe Firefly

## Development Skills

React  
JavaScript/TypeScript  
Next.js  
HTML/CSS/SCSS  
Atomic Design  
Plasmic  
Webflow  
Wordpress  
Hugging Face  
OpenAI API  
Github  
AWS  
Firebase/Firestore  
MongoDB

## Education

UC Berkeley  
B.A. Statistics  
Sep 2007 - May 2011  
Berkeley, CA

Columbia University

Coding Bootcamp  
Sep 2018 - April 2019  
New York, NY

General Assembly

UX Design Immersive  
Jan 2016 - Mar 2016  
New York, NY

**Design Technologist II**, Oct 2019 - Present, New York, NY

*Warner Bros. Discovery*

Designed and prototyped key user experiences for flagship streaming platforms like HBO Max and Max, influencing product direction with interactive React prototypes and streamlined design tools.

- **Rapid Prototyping for Strategic Initiatives:** Developed dynamic prototypes using React and TypeScript to validate key Max features quickly, supporting 7+ live user research initiatives.
- **Built Custom Figma Tools:** Deployed Figma plugins leveraging internal catalog and image APIs, boosting team productivity and reducing design turnaround times by up to 50%.
- **Scaled Content Management with a Responsive CMS:** Led creation of a CMS page builder and supporting design system for HBO Max, enabling faster content scheduling and layout design.

**Design Lead (Part-time Contract)**, June 2018 - Jan 2021, New York, NY

*Talkdoc*

Shaped Talkdoc's early product experience as its founding design lead, building user-facing and clinician tools to advance the startup's mission of providing accessible mental healthcare.

- **Laid Foundations for 1M ARR:** Crafted UX strategy for Patient Onboarding, Patient Dashboard, and Clinician EMR, advancing Talkdoc from pre-seed to early revenue generation.
- **Boosted User Acquisition:** Managed and optimized social media ad campaigns, coordinating with agencies to design creative and drive 100+ user sign ups within one month using A/B testing, achieving an average paid customer acquisition cost as low as \$35 per user.
- **Instilled Design Thinking Across the Team:** Mentored junior designers to foster a user-centric mindset and used a Salesforce-inspired design system to support our app ecosystem.

**Experience Designer (Full-time Contract)**, Dec 2017 - Feb 2018, New York, NY

*Publicis Sapient*

Enhanced the UX of TE Connectivity's e-commerce platform, delivering design solutions tailored to business goals and optimized for user engagement.

- **Streamlined Product Discovery:** Redesigned content hierarchy for product pages, supporting users in navigating complex offerings with ease and clarity.
- **Prototyped Innovations for Search Experience:** Created interactive prototypes for TE's product search experience to streamline product discovery and enhance user satisfaction.

**Interaction Designer (Full-time Contract)**, Jan 2017 - Nov 2017, New York, NY

*Aetna*

Redesigned telehealth tools for nursing staff, focusing on a user-friendly interface that supported patient wellness outcomes and integrated incentive programs.

- **User-Centric Redesigns:** Conducted user interviews with nurses to identify key use cases and pain points, translating insights into meaningful UX improvements
- **Built Scalable Design Practices:** Introduced Atomic Design principles establishing a consistent, reusable design system to enhance the efficiency of Agile development