Wan Ying Liang Chen

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EDUCATION

University of the Arts London, MA User Experience Design   **Oct 2022 - Dec 2023**
- Modules: UX Studio Practices, Collaborative Unit, Macro UX, Micro UX & Final Project on inclusive design.
- UX Research, UX Design, Prototyping, Evaluation, and UX Data Analysis.

Warwick Business School, BSc Digital Innovation & Entrepreneurship   **Oct 2018 - Jun 2021**
- Modules: Project Management, Design Thinking, Information Systems, Agile Programming, & Data Modelling.
- Final project on Quantum Computing for the Financial Industry.

WORK AND LEADERSHIP EXPERIENCE

Equinox - Founder & Experience Designer   **Feb 2023 - present**
- Leading the research of the potential of biophilic and multi-sensorial experiences in the design for public health.
- Creating conceptual experiences that involve play, non-traditional perception and neuro-divergence inclusion.

Prisma - Designer   **Dec 2022 - present**
- Working with clients to understand their business, technological and design requirements to develop interactive applications, website wireframes, brand identity guidelines or editorial designs via Upwork.

ChatD (B2B SaaS) - UI/UX Designer   **Feb 2022 - Aug 2022**
- Gathered and evaluated user requirements for a WhatsApp automation provider that streamlines communication between e-commerce owners & customers.
- Implemented an MUI design system to facilitate hand-off, conducting heuristic evaluations & creating UCD guides and videos to introduce the team to UX thinking.
- Developed prototypes of both mobile and desktop versions for CRM, and Shop & redesigned onboarding flow.

Curve - Business Development Intern (Fintech)   **Apr 2021 - Nov 2021**
- Accelerated the expansion of our core product to the Spanish market by designing influencer marketing strategies and onboarding 16 influencers with a combined following of 23 million followers.
- Presented analysis on campaign performance and customer behaviour modelling during weekly product meetings.
- Received special acknowledgement for meeting the company's OKRs and for significantly reducing customer acquisition costs.

Advance Accelerator - Co-founder & Director   **Apr 2020 - May 2021**
- Led a community of change-makers to empower youth social entrepreneurship at Warwick University. Advance is UK's first student-run social enterprise accelerator and has supported 21 student-led businesses.
- Developed the program after conducting a robust ecosystem mapping of enterprises operating in the Midlands.
- Raised £2500 in grant funding, organised 18 events, and actively managed a network of 34 external mentors.

WCS Research & Advisory Services - Co-founder & Head   **Apr 2020 - May 2021**
- Produced a series of reports to raise awareness and interest in corporate trends, troubled markets and business opportunities to an audience of 4000+ readers.
- Supervised 14 research associates in producing monthly 25+ page sector reports along with a series of insights and bespoke research services.

EXTRA-CURRICULAR EXPERIENCE

Enactus Warwick - Marketing Director   **Mar 2020 - Feb 2021**
- Increased engagement rate by 400% with the introduction of new branding and retention strategy.
- Delivered bimonthly workshops to social enterprises about on-campus marketing and communications.
- Enactus Warwick was awarded the title of '**Most Entrepreneurial Society in the UK**' by Bright Network as a result of our positive impact on beneficiaries across the UK and Pakistan.

Bank of America - Women GCIB   **Nov 2019 - Nov 2019**
- Acquired knowledge of the dynamics of the Corporate Banking, Capital Markets, Transaction Services, Leasing and Investment Banking teams.
- Participated in discussions around relationship building, mentoring, multicultural female talent and advocacy.

SKILLS, INTERESTS & ACHIEVEMENTS

Languages: **Spanish** (native), **English** (native), **Chinese & Cantonese** (intermediate).
IT: **Figma, Adobe Suite, 3D Modelling, Excel**, Basic in **Python, MySQL, Tableau, Looker & Impact.**
Skills: **Design strategy & research, wireframing, user testing, prototyping and copywriting.**
Completed Accenture Discovery Program, Bloomberg Market Concepts and PwC Data Analytics and Decision Making.