

Yvonne Fu Chen

Product Designer

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OBJECTIVE

Highly motivated Growth Product Designer with a passion for user-centric design and a proven track record of driving business impact. Eager to leverage 8+ years of experience collaborating with cross-functional teams to create delightful customer experiences for financial wellness products. Skilled in user research, data analysis, and rapid prototyping to iterate and optimize designs for maximum user engagement.

EXPERIENCE

Moment Studio — *Product Designer* ♀ San Francisco, CA JAN 2022 - DEC 2023

Lead user-centric design studio specialising in comprehensive design solutions, responsible for end-to-end product development process and delivering innovative designs to clients in E-commerce, SaaS, and Web3.

- Redesigned a subscriber based SaaS for creators to a lighter version with AI assistant feature and collaborated with ML engineers to attract 60% increase of new creators and reduce editing time by 30%.
- Owned and launched a portfolio builder platform to minimise onboarding ambiguity, resulting in an 55% reduction in production time.
- Conceptualized and designed a prototype for a futuristic Robotaxi service, focusing on seamless user interaction and safety features. Collaborated with cross-functional teams, engineers, designers, and data scientists to conduct A/B testing and refine the driver app.

Pin Pin Fang — *Co-founder / Head of Product* ♀ China OCT 2018 - OCT 2021

Founded an overseas real estate e-commerce platform that serves as a bridge between currency transfer and local property investment across 8 cities. Responsible for design and specification of subscription process.

- Led engineering, IT, designers, ops and marketing teams to conduct internal-facing products for multi-country payment products to increase 65% of user trust and adoption metrics.
- Designed and launched promotional strategies and guided direct messaging feature for mobile app, resulting in high-raising of user growth and successfully pitched to angel investors for \$1 million fundraising round.
- Achieved 60% increase in user engagement and 70% improvement in user adoption rate by implementing user stories, A/B testing to tackle ambiguous situations which guide the prioritisation to decision-making.

HomeAway — *Product Manager, Growth* ♀ Taiwan APR 2016 - JAN 2018

An Airbnb-like platform that specialised in entire home-sharing experiences. My roles involve increasing listing growth and implementing host relationship management strategies within the community.

- Launched a dynamic co-marketing campaign between Taiwan and Japan by innovative annotation feature with result of 30% surge in booking rates.
- Synthesized in-depth analyses of customer needs and pain points, translating findings and partnered with internal tech teams to develop improvements for advocates community of effectiveness.
- Collaborated with IT, Sales, Product Marketing and cross-functional stakeholders to ensure seamless integration and optimization of product features, contributing to a significant increase in sales success.

Emirates Airlines, Dubai — *In-flight Service Designer* ♀ Dubai, UAE AUG 2008 - SEP 2011

Initially served as cabin crew and a dual role as a service designer for dubai-based international airline.

- Redesigned in-flight service sequence to optimise booking to full capacity and enhance customer experience resulting in adding daily direct flights to Tokyo from Dubai and other destinations to Japan.
- Collaborated with supply chain, catering, technology, ground operation, training department to deploy comprehensive education and hospitality sessions for 10,000+ crew members.

EDUCATION

Keio University — Master of Media Design ♡ Tokyo, Japan	2023 - 2025
Hult International Business School— MBA ♡ San Francisco, CA	2010 - 2012
Shih Hsin University — Bachelor of Arts, TV & Film Production ♡ Taipei, TW	2001 - 2006

CERTIFICATES

LVMH — Operations, Retail & Customer Experience	JUN 2023
Google — Data Analytics	APR 2023
UC Davis — SQL for Data Science	APR 2023
Wharton University of Pennsylvania — Customer Analytics	APR 2023
Google — UX Design	NOV 2021
PMP	AUG 2012

TOOLS

Design: Figma, Sketch, Adobe XD, Adobe Illustrator

Data Analysis: Tableau, MySQL, Google Analytics

Product Management: Jira, Miro

SKILLS

User Research: Experienced in conducting qualitative and quantitative research, including interviews, surveys, and usability studies.

Data Analysis: Proficient in using data to generate insights and drive product decisions.

Agile Workflow: Adaptable in fast-paced environments, able to pivot and prioritize tasks as needed.

LANGUAGES

English	Native
Mandarin	Native
Korean	Intermediate
Japanese	Conversational