# Joanna Chen

PRODUCT DESIGNER + CREATIVE CODER

in/jchenwan/

jchenwan@g.ucla.edu

jchenwan.com

## EXPERIENCE

### Design + Research Intern
04.2023 - Present

Mirror Archive | UCLA Department of Design Media Arts

- Research and curate a list of 100+ emerging internet artists and designers for outreach
- Design social media graphics for the archive's featured artists following brand guidelines
- Work closely with the creators of Processing and p5.js, Casey Reas and Lauren McCarthy

### Lead Product Designer
01.2023 - 04.2023

UCLA Digital Humanities · Website Redesign

- Lead weekly meetings, delegate tasks, and design workflow for a team of 8 students
- Analyze user interview and survey results to define user pain points and user personas
- Redesign the department website's information architecture, visual branding, and layout

### Web Team Lead
06.2022 - 09.2022

Project Lux Nonprofit · Website Redesign

- Conduct an end-to-end redesign of the website's user flow and visual identity in 12 weeks
- Lead a team of 6 designers, overseeing creative direction and delegating weekly tasks
- Work hand-in-hand with our client to understand their visions, goals, and expectations

### Product Designer
01.2022 - 06.2022

Nova, Tech for Good

- Design and ship the initial wireframes for Canopy, a web app for connecting communities
- Work cross-functionally and strategize with developers and UChicago's RISC analysts
- Interview, onboard, and mentor new designers, teaching Figma basics and UI/UX design

## COMMUNITIES

### Co-Founder + Co-President
02.2022 - Present

Innovative Design at UCLA

- Co-founding UCLA's first student-run creative agency and design-focused organization
- Recruit, lead, and coordinate meetings for a team of 45 designers and photographers
- Oversee the creative direction and strategy for a diverse portfolio of 10+ client projects

### Executive Director
10.2021 - 04.2022

CAPSLOCK | Design Jam

- Spearhead UCLA's first two-day design jam, successfully leading a team of 15+ staff
- Coordinate 6 speakers, 4 workshops, and secure corporate sponsorships from Figma
- Market and host a highly successful event, attracting 70+ attendees and 100+ RSVPs

### Adobe Student Ambassador
06.2022 - Present

- Organize monthly workshops, bringing accessible design education to 300+ students
- Promote products through content creation, spreading brand awareness across UCLA

## EDUCATION

### University of California, Los Angeles

B.A. Design Media Arts
Digital Humanities Minor

06.2024 *(Expected)*

## AWARDS

### Event Finalist
01.2022

UCI Impact | Design-a-thon

### Third Place
11.2021

USC Riptide | Design Conference

### Best Use of Color Award
06.2021

UCLA Daily Bruin | Graphics Intern

## TOOLS

| | | | |
|---|---|---|---|
| F | Figma | Pr | Premiere Pro |
| Xd | Adobe XD | Ae | After Effects |
| Ai | Illustrator | Td | TouchDesigner |
| Ps | Photoshop | P | Processing |
| Id | InDesign | Js | JavaScript |
| W | Webflow | </> | HTML / CSS |

## SKILLS

- Visual Design
- User Research
- Usability Testing
- Product Design
- Rapid Prototyping
- Interaction Design
- Data Visualization
- Motion Design

## INTERESTS

- Internet Art
- Game Design
- Generative Art
- Creative Coding
- Creative Technology
- Speculative Design
- Interactive Fiction
- Design Ethics