Anita Chen

Senior User Experience Designer

Contact

anitachenux@gmail.com

www.linkedin.com/in/anita-chen

www.anitachenux.com

UX Skills

User research & testings

Mobile & web design

Visual design

Interaction design

Responsive design

Wireframing & rapid prototyping

Accessibility

Methods

User Personas

Customer journey mapping

Card sorting

Usability testings

A/B testings

Comparative competitive analysis

Heuristic evaluation

Affinity diagram

Contexual inquiry

Tools

Figma

JIRA & Confluence

Photoshop

Illustrator

After Effects

Google Analytics

Hotjar

Amplitude

Tableau

Sketch & InVision

Experience

Senior UX/UI Designer | ZoomInfo (NASDAQ: ZI)

Apr 2022 – Present   Remote

‣ Design delightful user experiences for modern go-to-market teams

Lead Design & UX | Comparably (acquired by ZoomInfo)

Mar 2019 – Apr 2022   Santa Monica, CA

‣ Helped grow the product from early stage to $10M+ acquisition and after

‣ Implemented outcome-driven UX/UI strategies and designs that set the product apart in employer branding and recruitment marketing

‣ Led overall user experiences of the product on all devices

Interaction Designer | Internet Brands (SMB Health)

Mar 2018 – Present   El Segundo, CA

‣ Improved platform experience for thousands of SMB health accounts

‣ Focused on mobile first, responsive, web app, and website design

‣ Conducted internal user tests & collaborated with user researchers

UI/UX Designer | Various contract works

Jun 2017 – Mar 2018   Los Angeles, CA

Shooq, chatbot design

‣ Conversation & Chatbot NLP design using Reply.ai & Messenger

‣ Created user flows, surveys, research, competitive comparative analysis

‣ Partnered with engineer and stakeholders closely on chat experiences

Virtual Space, VR app

‣ Rapid prototyping & wireframing with InVision and Sketch

‣ UI design, pattern library, user testings, wireframes, mockups

‣ Brand design, identity conceptualization

Inlite, cinema therapy web app

‣ Built hi-fi prototypes for landing pages, user dashboard, therapy chatroom

‣ Conducted user research and 5+ usability testings in person & remotely

‣ Collaborated with designers & stakeholders via InVision, Sketch, Slack

Education

General Assembly | User Experience Design Immersive Program

Jun 2017 – Aug 2017   Santa Monica, CA

University of California, Los Angeles | B.A. Communications Studies

Sep 2012 – Jun 2014   Los Angeles, CA