

Yifei Chen

UX/UI Design

 [Yifei Chen](#)

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 www.yifeichen1121.com

(password to Chello: Oriental24)

Experience

UX/UI Design Intern, Chello (OFG Bancorp)

Jun 2024 — Aug 2024

- Designed an internal tool that significantly improved efficiency and satisfaction for Chello's bank operations and customer success teams.
- Reduced customer data retrieval time from 30 min to 30 sec and issue recovery time from 4-6 h to 30 sec.
- Created scalable design system aligned with brand guidelines to improve development efficiency.

Project Manager, UX Design Lead, SCADpro x Deloitte

Mar 2024 — May 2024

- Led the design of a strategy to protect seniors against healthcare fraud within a major government program.
- Conducted research and led the design of core features and strategies that received positive client feedback and will be used for further end-client discussions.

UX Designer, Don't Die, BHCI Capstone

Jan 2023 — May 2023

- Redesigned the information architecture and user flow of a digital archive for enhanced content consuming experience and accessibility.
- Designed a new visual language and branding to attract the target audience.
- Served as the communication liaison between the project team, research participants, and the client.

UX Design Intern, Aware.ai

Jun 2023 — Aug 2023

- Enabled easy access to important resources for pregnant women via the design of the Resource Hub feature.
- Created persuasive product explainer videos that drove stakeholder and investor engagement.

Education

Savannah College of Art and Design

Sep 2023 — Jun 2025

Master of Fine Arts in

User Experience Design

Trend Report: The Future of Mobility

Carnegie Mellon University

Aug 2019 — May 2023

Bachelor of Science in

Computer Science and

Human-Computer Interaction

Organization

Visual Design Lead, SCAD FLUX

Feb 2024 — Now

Design visual assets and branding for SCAD FLUX student club, including digital, print, and social media.

Skills

Tools

Figma

Adobe CC

HTML/CSS, JavaScript

Webflow, Framer

Rhino, Solidworks

Illustration

Generative AI

Python, C++, Java

Methods

Info Arch

Wireframing

Prototyping

Responsive Design

Brand Design

Design System

Visual Design

User Research