

Helen Yin Chen

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www.helenchen.co
646.250.4053

Experience

The Science Project, Brand Designer & Art Director (Contract) New York, NY | June 2020-Present

- Establish brand guidelines, strategy, and tone for retail and clients in home, lifestyle, and food & beverages industries
- Design and implement brand and experience design ecosystem frameworks (E-commerce, customer strategy, UX, marketing collateral, and social media) for a functional foods product line
- Lead visual and interaction design team for a social Augmented Reality mobile app

IDEO CoLab, 2020 Design Fellow Cambridge, MA | Nov 2019-January 2021

- Selected out of 1000+ applicants to be a part of the IDEO CoLab 2020 Fellowship cohort
- Participated in design sprints as interaction designer on projects about emerging technologies, circular economies, and healthcare

Arup, Foresight & Design Strategy Intern New York, NY | Jun 2019-Aug 2019

- Led research phases and worked on service design implementation for urban design projects on residential and retail experience and future of mobility for smart cities
- Co-created with stakeholders on operational readiness service design for a major airline and developed documentation for emergency response implementation
- Co-led UX design of an automated invoicing dashboard in collaboration with Digital Insights and Finance departments

Planetary, Freelance Interaction Designer New York, NY | May 2018-Jan 2019

- Worked on prototyping and wireframing phase of projects and presented to clients under the guidance of UX Lead
- Collaborated with developers and project managers to build out mobile and web-based products for clients, including: Blue Diamond Growers, Gimlet Media, and BHF Furnishings

Independent, Freelance Visual & Interaction Designer Berlin, Germany & New York, NY | Oct 2016-Present

- Create visual communications collateral, brand assets, UX/UI design, and UX strategy for diverse clients, including: Crunch Fitness, LC&CO, Young & Able, Vital Strategies, Polaroid Originals, Beauty Park, B+A London, Birsell + Seck, and Medipply

Education

School of Visual Arts | 2018-2020 MFA in Products of Design

SVA Continuing Education | 2015-2017 Branding through Interaction Design User Experience Design Research Graphic Design & Typography

Columbia University | 2009-2013 BA in Art History

Skills

Interaction Design
Product Design
User Experience Research
Qualitative Research Methods
Workshop Facilitation
Rapid Prototyping
Project & Product Management
Service Design
Graphic & Communications Design
Brand Strategy
Design Strategy
Systems Mapping
Creative & Art Direction
Materials Science
Academic Writing
Copywriting

Software

Adobe Creative Suite (InDesign, Illustrator, Premiere, After Effects, Photoshop, XD, Aero)
Sketch
Invision
Figma
Ethn.io
UserTesting.com
Sketchup
Rhino
Keyshot
Basic HTML & CSS
Arduino

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Experience (continued)

Bjarke Ingels Group, Google Projects Coordinator **New York, NY | Apr 2015-Oct 2016**

- Worked with Senior Project Manager and design leaders on project roadmaps, schedules, and team management of 40+ designers
- Conducted research on future of the workplace and worked on layout and copy-editing for presentation decks
- Coordinated and facilitated monthly workshops and events between client, consultants, and design collaborators
- Drafted contract proposals and handled budget-tracking and spending analysis for all project phases

Lady Marmalade Studio, Creative Director **Berlin, Germany & New York, NY | Nov 2014-Jan 2019**

- Founded food design studio that produced pop-up events, catering, product design, and seasonal small-batch jams
- Designed all brand and marketing assets and managed company PR, expenses, and operations
- Clients include: Polaroid Originals, Sun at Six, In Common With, Fueled Collective, Lager Lager Berlin, Canal Street Market

Skidmore, Owings & Merrill LLP, Digital Media Intern **New York, NY | Nov 2013-Mar 2014**

- Worked on photo-editing, content curation, CMS management, copywriting, and QA testing for SOM's new website

Languages

English (native)
Mandarin Chinese (native spoken)
Spanish (proficient)
Korean (conversational)

Awards & Honors

**SVA Alumni Society Scholarship Award for
MFA Thesis Work | Feb 2020**

Residencies & Workshops

Domaine de Boisbuchet, Resident **Lessac, France | Aug 2019**

Beyond Food: Exploring Future Food Scenarios

Genspace, Teaching Assistant **Brooklyn, NY | Jan 2020**

Designing with Mycelium Workshop

Genspace, Instructor **Brooklyn, NY | Jan 2021**

Myco-cultivation: Growing Edible
Mushrooms with Food Waste

Volunteer Work

Genspace, Events & Education Volunteer
Brooklyn, NY | Oct 2019-Present

Speaking Engagements

Climate Collective NYC, Moderator
New York, NY | March 2020
Paradigm Shifts

Uppercase Tribeca, Speaker
New York, NY | Oct 2018
*Laying the Groundwork: Conversations
with Female Founders*