XINYAN CHEN

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PROFILE

- Product Designer with a background in spatial design, visual storytelling and digital product design.
- Skilled in UX research, wireframing, prototyping, usability testing, and responsive UI design.
- Experienced in design leadership, project coordination, and cross-functional collaboration.

CORE SKILLS

- Created high-impact designs that combine storytelling, cultural narratives, and visual appeal.
- Detail-oriented and organized, delivering high-quality results in design and project management.
- Designed user-centered websites and mobile interfaces with a focus on accessibility and usability.
- Proficient in wireframing, prototyping, and responsive design using Figma, and experienced in developing web pages with HTML and CSS.
- Skilled in Adobe Illustrator, Photoshop for posters, branding, photo editing, and visual storytelling.
- Strong interpersonal and communication skills, honed through customer-facing roles and collaborative projects.
- Collaborative team player, demonstrated in group projects and professional work environments.

EDUCATION

Diploma in Interactive Media Design Sep 2024 – May 2026
Algonquin College, Ottawa, ON

- Three-time Dean’s Honours recipient | Cumulative GPA: 3.6/4.0

SELECTED PROJECTS

Tales for Safer Trails | Public Health Campaign & Digital Experience
Concept Originator & Hi-fi Phase Team Lead | Algonquin College, Winter 2026

- Initiated the core concept, Scalable Story World, developing an age-adaptive storytelling framework to help parents communicate substance use health and safety with children aged 4–12.
- Led the five-member team during the high-fidelity (Hi-fi) design phase, taking ownership of creative direction, design coordination, and the development of integrated educational experiences.
- Contributed to a multi-channel digital experience, including a responsive Ottawa Public Health resource hub, an interactive browser-based activity tool, printable educational materials, and social media campaigns.

- Earned an A+ overall project grade, with A+ individual and team evaluations. Selected by the professor as a teaching exemplar for the Spring 2026 semester.

WORK EXPERIENCE

Design Supervisor Jun 2021 – Mar 2024
Citiking (Shanghai) New Material Technology Ltd., Guangzhou, China

- Led a design team in developing interior design visualizations featuring PVC, PP, and PET decorative surface materials, demonstrating their applications in contemporary interior spaces.
- Translated emerging interior design and color trends into creative concepts and client presentations, helping designers explore material applications and make informed design selections.
- Collaborated with suppliers, manufacturers, and internal teams to refine design concepts, align material applications with market trends, and support product development.
- Served as a Color Road instructor, delivering professional training and presentations on color trends and design applications to clients and industry professionals, helping them understand emerging trends and apply color insights to product design and development.

VOLUNTEER EXPERIENCE

Front Desk Volunteer - Tax Preparer Mar – Apr 2025, Mar – Apr 2026
Ottawa Chinese Alliance Church Tax Clinic (CVITP), Ottawa, ON

- Welcomed community members and verified their eligibility for tax services, helping ensure a smooth and organized intake process.
- Reviewed identification and tax documents for completeness before directing clients to the appropriate service stage, supporting accurate and efficient service delivery.
- Provided clear guidance, maintained confidentiality, and coordinated appointment flow to create a welcoming, respectful, and well-organized experience for clients.