

Umi Chen

Product Designer

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EXPERIENCE

Product Designer | The Coach's Kit (AI-Assisted Soccer Recruiting Workspace)

Feb 2026 – Aug 2026 (Capstone Project advised by Adobe)

Built an AI-assisted workspace for collegiate soccer recruiting from 0 to 1, streamlining fragmented player evaluation workflows in collaboration with a principal designer from Adobe.

Designed a Trade-off Board that visualized player cost against projected ceiling, simplifying prospect evaluation and trade-off decisions for coaches and emerging as the favorite feature among 3 coaches during usability testing.

Uncovered 5 key insights and AI opportunities that shaped product strategy through interviews with 6 NCAA Division I coaches and 9 industry experts, including the Seattle Sounders' Director of Analytics, and 3 on-field observations.

Product Designer and Researcher | Explorer of Perception & Attention Lab at National Taiwan University

Aug 2024 – Aug 2025

Owned end-to-end product design for TAIHU, a \$1.4M conversational AI platform, spanning prototyping, interaction design, and design systems with 50+ collaborators across 3 universities; received the 2025 Future Tech Award.

Enabled scholars to verify AI-generated responses in Taiwan humanities databases by translating research with 13 professors and postdoctoral researchers into product features.

Partnered with Delta Electronics engineers to turn evidence-based research into product recommendations and refine LLM response logic for an emotional-support conversational AI system.

Improved AI conversational experience by building and iterating on a Botpress chatbot using prompt engineering and evidence-based Nonviolent Communication principles, validated with 64 participants.

UX Design Intern | National Taiwan University (Learning Management System)

Jul 2022 – Aug 2022

Synthesized questionnaire data from 500+ users to identify key needs and behavior patterns, translating findings into user stories and interface recommendations.

Redesigned course-list experience based on user research, reducing task completion time by 78% through improved information structure and interaction design.

SELECTED PROJECT

Bucketlist | AI-Assisted iMessage Plug-in for Group Planning

Oct 2025 – Dec 2025

Designed an iMessage-based planning experience that helps friend groups turn ideas buried in chats into actionable plans, from research and ideation through high-fidelity prototyping.

Identified key adoption barriers through interviews with 10 users and analysis of 6 competitors, leading to an iMessage integration that reduced app-switching, sign-up, and group adoption friction.

Improved navigation success by 58% and progress clarity by 44% through usability testing with 9 users; designed task-assignment and gamified planning features that 7 of 9 participants found innovative and helpful.

EDUCATION

Master of Human-Computer Interaction + Design (MHCI+D)

University of Washington, Seattle

Bachelor of Science in Psychology

National Taiwan University

SKILLS

Design: Interaction Design, Prototyping, Information Architecture, Design Systems, Product Strategy

User Research: User Interviews, Field Research, Competitive Analysis, Usability Testing, Survey Design, Affinity Mapping, Qualitative Coding, Tobii Pro Eye-Tracking

AI & Technical: Prompt Engineering, Botpress, Data Analysis, Data Visualization, R, Python, JavaScript, React, HTML/CSS, C++