

Sicong Chen

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Senior Product Designer with 6+ years of experience at leading companies like Amazon, Morgan Stanley, and AKQA. Passionate about simplifying complex digital and physical experiences for B2B web and mobile products. Skilled in designing and implementing design systems and patterns to enhance team efficiency and collaboration.

WORK EXPERIENCE

Amazon

Senior Product Designer Oct.2023-June.2024, New York,NY

- Led the design strategy and process for Amazon Fresh's B2B supporting 3+warehouse operation tooling such as mobile and dashboard, reducing operational time from 4 to 1 hour.
- Conducted on-site user research and created storyboards, running workshops with stakeholders to identify pain points and prioritize solutions.
- Developed B2B design patterns and mobile template.

Morgan Stanley

Senior Product Designer Oct.2020-Oct 2023, New York,NY

- Led the design strategy for lending products, **increasing application completion rates from 21.4% to 40.7%**.
- Implemented design systems and patterns, including status tracking and loading states.
- Conducted user research and advocated for its importance to the team.

AKQA

Product Designer June.2018-Feb.2020, San Francisco,CA

- Designed the Audi iOS app and responsive web platform, incorporating user registration and electric vehicle tracking, which led to a **34% increase in new user signups**.
- Collaborated with the team to redesign PayPay.com, achieving a **30% boost in user engagement**.

EDUCATION

New York University

M.A, Digital Media for Learning
Sep.2015- May.2017

Michigan State University

B.A, Advertising& Graphic Design
Sep.2011- Dec.2014

SKILLS

Design Strategy
Design System
Visual Design
Motion Design
User Research
Usability Testing
Wireframe
Prototype
Video Production
Figma
Sketch
Principle
Framer
Cinema 4D
Adobe Creative Suite
HTML, CSS Javascript

AWARD

Protothon UX Hackathon
3rd Prize