

Xiaoyu (Frieda) Chen

PRODUCT DESIGNER | UX DESIGNER

As an innovative product designer & manager with extensive experience in bringing ideas to life, I specialize in creating intuitive user experiences that deliver significant value to users and drive business growth.

Work Experience

Viral Moment (Capstone Project)

Product Designer December 2024 – Present

- Led the design of a **B2B social listening platform**, enhancing AI-driven video analysis to help brands optimize marketing and content strategies.
- Conducted 10+ UX research to identify gaps in marketing workflow and developed a **data-driven “viral formula”** for content impact.
- Refined analytics dashboard UI, adjusted data hierarchy to **streamline insights extraction** and increase user engagement.
- Partnered closely with Viral Moment’s leadership and engineering team to align business objectives, technical feasibility, and product strategy.

American Red Cross

Product Designer October 2024 – Present

- Designed game mechanics, gameplay flow, and user interfaces for a **disaster management simulation game**, enhancing American Red Cross (ARC) employee training efficiency and decision-making skills.
- Facilitated usability testing with 20+ participants using **paper prototypes**; gathered feedback to refine gameplay experience and game balance.
- Worked with ML engineers to **integrate AI agents** using RL and LLM, enhancing AI supported human decision-making in disaster response.

Eaglenos Sciences Inc.

Product Designer March 2022 – June 2024

- Led end-to-end design for a chronic disease management app using design thinking and rapid iterations, **achieving 100k+ users within 8 months**.
- Conducted interviews, surveys, and competitive analysis to define product functionality, planning **3 major iterations and 20+ modules**.
- Planned and executed commercialization strategies with 32 partner companies, delivering health management plans that **secured 2k+ paying users during the MVP phase**.
- Coordinated with business, engineering, clients, medical partners, and QA teams; authored PRDs to ensure aligned product requirements.
- Designed and implemented backend systems, automated educational content workflows and **increased efficiency by 400%**.

UX/UI Designer June 2021 – March 2022

- Directed UX/UI design for medical device software and apps (e.g., CGM, smart pill box, continuous thermometer).
- Performed **50+ interviews** with patients to gather insights; crafted seamless interaction flows and created **600+ high-fidelity prototypes**.
- Established design system** for both mobile and web platforms, reducing design and development time with reusable components.
- Partnered with the regulatory team** to achieve CE and FDA compliance, contributing to the successful certification of 4 medical device softwares.

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Education

Master of Integrated Innovation of Product and Service

Carnegie Mellon University

August 2024 – December 2025

Bachelor of Fine Arts in Visual Communication

Ringling College of Art and Design

September 2017 – May 2021

Tools

UX/UI Design: Figma | Sketch | Axure | Adobe XD | Protopie | Principle

Graphic Design: Photoshop | Illustrator

3D Prototyping: C4D | Blender | Rhino

Coding: Python | HTML+CSS | JavaScript

Project Management: Jira | Miro | Notion

Others: Final Cut Pro | After Effects | Microsoft Office Suite

Soft Skills

Leadership

Cross-functional Teamwork

Problem Solving

Design Thinking

User Research

System Design Mindset

Language

Mandarin
Native

English
Proficient