

FREDDY CHEN

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PROFESSIONAL EXPERIENCE

Product Designer & Research Lead | Nuleep | Los Angeles, CA May 2020 – Jun 2020

- Designed multiple UX deliverables including user flows and wireframes and translated them into a high-fidelity, interactive prototype for handoff to the development team
- Conducted extensive user research and usability testing to ensure customer needs and company business goals were aligned

Sales and Partnerships | Cloud9 Esports | Los Angeles, CA May 2018 – Jul 2019

- Analyzed internal and third-party data sources in collaboration with sales and other cross-functional teams to secure over \$5M worth of new partnerships, including PUMA, Microsoft, BMW, and Red Bull
- Defined features, requirements, and product roadmap with an external technology partner to launch a content management software platform that governs over 75 players and influencers
- Built and automated partnership reporting documentation, identifying individual partner requirements and iterating based on conversations with internal and external stakeholders

Operations Manager | Gramercy Tech x NYXL | Los Angeles, CA Feb 2018 – May 2018

- Served as primary point of contact between management organization and players, establishing processes for inventory requests and house maintenance, allowing players to perform their best

Growth Marketing Manager | Mobalytics | Santa Monica, CA Dec 2016 – Aug 2017

- Acquired over 200K users and over 17K social media followers from private to open beta by designing email marketing and organic social campaigns with an emphasis on engagement
- Conducted usability testing and collaborated with remote engineering team to redesign and prioritize product features for development and eliminate user interaction pain points

Demand Analyst | OpenX | Pasadena, CA Mar 2013 – Dec 2016

- Analyzed campaign performance data with Tableau and SQL to build weekly business reports, allowing account managers to optimize spend and increasing average daily revenue by over 20%
- Gathered requirements and presented user stories to product managers and development team as part of a major internal reporting migration for the account management team

Content Coordinator | Cie Games | Long Beach, CA Aug 2012 – Jan 2013

- Led team of six artists and designers to manage day-to-day content production process and produce assets from design, to testing and release for over 7M daily active users

SKILLS

Design: Sketch, Figma, InVision, Marvel, Miro, Photoshop, Illustrator, Hotjar

Collaboration: Powerpoint, Word, Asana, Confluence, JIRA, Salesforce, Scrum, Slack, Trello

Data: Excel, Tableau, SQL, Google Analytics, Mixpanel, Microstrategy, Shopify, AWS S3

EDUCATION AND CERTIFICATIONS

B.S. in Business Administration | University of Southern California

UX Design Immersive | Mar 2020 – Jun 2020 | General Assembly

Product Management Certificate | Oct 2019 | General Assembly

Professional Scrum Master 1 | Jan 2016 | Scrum.org