

Ally Chen

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UX DESIGN & COMMUNITY EXPERIENCE

Camp Izza – Product Owner & UI/UX Designer

- Designed responsive UX flows and high-fidelity Figma prototypes for counselor, camper, parent, and admin dashboards.
- Translated stakeholder requirements into new features and collaborated with developers through iterative implementation.
- Gathered stakeholder feedback through recurring reviews and testing to refine navigation and overall user experience.

HobbyLoop – Founder, Project Lead, & UI/UX Designer

- Led a three-month product design project from concept through high-fidelity prototype, including personas, scenarios, storyboarding, user flows, and design-system development.
- Surveyed 40 respondents to evaluate the visual value proposition and low-fidelity designs, then incorporated recurring user pain points into the final prototype.
- Led project organization and collaborated with teammates to prioritize features and deliver the final experience.

EventBud – Founder, Design Lead

- Conducted 21 user interviews and three real-world experiments to understand event discovery and social connection.
- Synthesized research findings into design recommendations and iterated on event discovery and matching experiences.
- Designed and prototyped the final mobile experience in Figma.

Wonderful Weddings – Design Lead

- Conducted interviews with 22 participants and an additional eight follow-up participants to evaluate the product prototype.
- Used research findings to refine feature presentation, pricing communication, trust-building, and overall user experience.

VALORANT Rando (VALORANDO) – Founder & Community Designer

- Built and managed a VALORANT player community that grew to 400+ members.
- Designed self-service systems for agent, rank, and pronoun roles and integrated Discord bots to improve community functionality and player interaction.

EXPERIENCE

Hyundai Motor America

September 2025 - Present

Business Data Analyst – Lead Management & Marketing Analytics

- Analyze marketing, website, and operational data to identify trends, evaluate performance, and support data-driven decisions.
- Collaborate cross-functionally with Sales, Product, IT, and Marketing stakeholders to solve business problems.

The Lundquist Institute for Biomedical Innovation at Harbor-UCLA Medical Center

April 2022 - Present

Data Manager, Junior Biostatistician, Research Assistant

- Design, test, and maintain complex data systems and workflows supporting multi-center clinical research.
- Optimize data collection forms and processes based on study requirements while maintaining data quality and usability.
- Analyze longitudinal data and communicate findings through statistical analysis and visualization.

Beltways

January 2024 - May 2024

Marketing & Design Consultant

- Conducted market research and developed positioning/creative strategies for the launch of a modular accelerating walkway.
- Designed visual/content assets and supported marketing initiatives contributing to 250M+ social media views since launch.

iD Tech Camps

February 2022 - May 2022

Instructor

- Taught Java programming and prepared to instruct courses in Game Design (Minecraft World/Level/Adventure Design, Unity Development), Creative/Design, Business, and Coding (Python, JavaScript).

EDUCATION

University of Southern California – M.S. Integrated Design, Business, and Technology

January 2023 - December 2024

- Focus: Innovation, Entrepreneurship, and Product Strategy
- Relevant Coursework: User Experience Design, Design Essentials, Narrative and Storytelling

University of California, Irvine – B.S. Informatics

September 2019 - March 2022

- Specialization: Organizations and Information Technology | Minor in Film and Media Studies
- Relevant Coursework: Human-Computer Interaction, User Interaction Software, Requirements Analysis & Engineering, Software Design, Information Visualization, Computer Game Development

SKILLS

- **UI/UX:** Interaction Design, User Flows, Wireframing, Prototyping, Information Architecture, HCI, Usability Testing, Responsive Design
- **Research:** User Interviews, Surveys, User Testing, Qualitative Analysis
- **Tools:** Figma, Unity, Adobe Creative Suite