THERESA CHIEN

hello@theresachien.com

(415) 937-1681

theresachien.com

I'm a Product Designer leader in San Francisco with extensive experience shipping digital design solutions in product and user experience.

I've worked on bringing new product lines to life, as well as improving the user experience for existing projects.

linkedin.com/in/theresachien

EDUCATION

University of California, Berkeley
Bachelor of Arts, Linguistics
1999-2003

Consulting Kongregate
AUG 2019 - MAR 2020

Support in the design and execution of leveraging blockchain technology in the engagement, monetization, and acquisition of players on Kongregate's online portal.

Senior Director of Platform Kongregate
JAN 2019 - AUG 2019

Responsible for strategic direction and execution for Kongregate's two product lines, Kartridge (a games desktop platform) and Kongregate.com (web games portal), including end-to-end lifecycle development and Kartridge launch in Nov. 2018.

- Developed different growth strategies, planning ways to mobilize cross platform usage for existing Kongregate web users, using launch promotions, new player incentives, and exclusive content.

- Oversaw a cross functional team of 15+ of Product, Design, Engineering/QA, Data, and Player Experience. Worked directly with leads across these disciplines to execute product roadmap and manage multiple dependencies across teams.

- Drove feature development towards engagement, retention, and monetization performance, such as game ratings/reviews and a tiered rewards system. Active users increased 74% and D28 retention by 193% after launch over a 5 month period.

- Aligned with the senior leadership and other groups within Kongregate, through team business reviews, project planning, and product roadmaps, to ensure strategic direction of the product meets the company's business objectives.

Design Lead, Co-Product Owner Kartridge
JUL 2016 - JAN 2019

Led the overall design vision, product design, identity and brand for Kongregate's newest platform, Kartridge, throughout its end-to-end product development lifecycle and beyond.

- Partnered with product to actualize the product vision through UX and visual design, from strategic design thinking to tactical execution.

- Championed a user-centric experience in prioritizing a user-friendly UI/UX, a visually refreshing design, and an emphasis on highlighting content to the user. The product continually scored high on usability in player surveys and feedback.

- Designed hands-on user interface work. Conceptualized product ideas through quick prototypes at ideation phases, defined a visual design for the platform, produced wireframes and delivered high-fidelity mockups.

- Oversaw design team to provide guidance in its ability to produce high level work. Led design critiques, reviews, project planning, and task prioritization. Mentored their growth in their skills and contributions to the broader team, and culture.

- Organized design sprints in early phases to allow stakeholders to discuss critical strategy and product decisions, ending with testable prototypes of the initial product.

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Creative Director Kongregate   OCT 2009 - JUN 2016

Kongregate is a leading online and PC games platform and cross-platform game publisher. I joined the company in 2007 as the first designer and employee #9, and expanded the role to lead product design for the web games portal.

- Designed web interfaces, wireframes, user flows, and UI details optimized for the user experience. Identified areas of improvement through analytics, user feedback, and our own exploration and usage of the platform.

- Led the redesigns of both large overhauls and smaller iterative feature optimizations, including a game category revamp to focus on increasing user game plays and engagement.

- Created variants for A/B split testing of new and existing features, focusing on essential flows in the user experience, including improving guest registration rates by 40%.

- Oversaw design team (Visual Designer, Front-End Developer) for developing high quality work and mentored their growth.

- Designed a community-centric mobile component that connects players from all of Kongregate's mobile games together into chat and forums.

- Conducted user testing research through in-person usability sessions, and online tools, such as usertesting.com

Lead Product Designer Kongregate   FEB 2007 - OCT 2009

Designed new web product features based on business requirements, and marketing goals and built working standards-compliant HTML/CSS pages.

Web Producer Gump's San Francisco   FEB 2006 - FEB 2007

Managed online production needs, including data setup, asset preparation, website merchandising, and email marketing campaigns for a home goods retailer.

Web Designer Altrue.com, Inc.   FEB 2004 - DEC 2005

Created custom website designs and assisted in CMS integration for non-profit organizations who needed a more robust online presence than traditional templates.