

Darrell Chan

Product Design

contact me

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education

General Assembly
Full-Time User Experience Design Immersive
550-hours | 5 Projects Completed
Washington, DC

Virginia Commonwealth University
School of the Arts
Bachelor of Music: Performance
Chemistry Minor, Pre-Medical Studies
Richmond, VA

skills

Research
User Research
Market Research & Competitive Analysis
Personas
User Flows & User Stories

Information Architecture
Content Analysis
Navigation Schema

User Interface & Visual Design
Layout Design/Wireframing
Interaction Design & Animation
Sketch
Serif Affinity Suite
Adobe Creative Cloud

Prototyping & Usability Testing
Flinto/Invision/Axure
Feedback Analysis

Front-End Web Development
HTML5
PHP
CSS3
JavaScript

Highly collaborative design leader who values the perspectives and ideas of others and the power of teamwork. Dedicated to designing experiences that genuinely delight people and offer solutions that impact people's lives.

Simply put, I'm a people person.

experience

Manager, Product Design

Groupon - Washington, DC | Dec 2016 - June 2017
-Managed and led the LivingSocial product design team at Groupon.
-Brought design, product, engineering, and executive teams together to design and launch pilot programs, consumer/merchant-facing resources, and internal operational systems.
-Integrated LivingSocial branding into Groupon's existing tech stack.

Senior Product Designer

Groupon - Washington, DC | Oct 2016 - Dec 2016
-Redesigned LivingSocial's core web and mobile web experiences.
-Introduced HangryMachine, a new and engaging iteration of Restaurants Plus.

Senior Interaction Designer

LivingSocial - Washington, DC | Mar 2016 - Dec 2016
-Completely redesigned the deal page and checkout experience to increase purchase conversion by 25%, while reducing customer pain points and friction.
-Designed and launched Restaurants Plus, a new voucherless cashback program offering that eliminated the friction points of our existing vouchered deals.

Interaction Designer

LivingSocial - Washington, DC | Jul 2015 - Mar 2016
-Redesigned internal processing tools to help production and operations teams produce deals more accurately and efficiently.
-Designed and launched a B2B marketing resource page to help merchants get the most out of their business.
-Designed and launched Fastbook, a streamlined health and beauty booking platform in Austin, TX.

Director of Design, Youth Camp Development and Relations

Taiwanese American Citizens League - Los Angeles, CA | Aug 2014 - Jan 2017
Oversaw all design direction for the organization. Advises youth camp programs within TACL on operations, financial strategy, and programming development. Builds relationships and connections with external national youth camp programs for future collaboration.

Product Designer

Ghost Note Agency via General Assembly - Washington, DC | May 2015
Designed *Journeyman*, a comprehensive conference management tool for web, tablet, and mobile that emphasized the integration of organizer tools and attendee resources into a single seamless platform.

Product Designer

USA Today via General Assembly - Washington, DC | Apr 2015
Designed *Where Wallet*, an interactive lifestyle budgeting web application for people going through major changes in their life.

Leadership Conference Director, People Operations Lead

Global Leadership Organization - San Francisco, CA | Feb 2014 - Mar 2015
Directed a leadership conference encompassing leaders from across the US that teaches skills in project management, meeting management, people management, and communication/public speaking. Also lead the programs division of GLO's people operations, which helps develop long-term post-conference relationships and networking conference alumni.

Owner, Photographer

Darrell Chan Photography - Washington, DC | Oct 2010 - Mar 2015
Provided photography services including commercial, wedding, portrait, and event photography.