

# Kelly Cen

Alexandria, VA | 571-215-2270 | [Email](#) | [LinkedIn](#) | [Portfolio](#)

## SUMMARY

**UX designer with 3+ years** crafting human-centered, polished digital experiences using Figma and Adobe XD. Skilled at solving complex, data-driven problems through cross-functional collaboration and user insights. Proven ability to balance user needs with business goals to drive innovation and deliver impactful solutions. Experienced in clearly presenting ideas and building strong partnerships with stakeholders.

### Key Highlights:

- ✓ 3+ years in Design, Research, Writing
- ✓ End-to-end project management in agile methodology
- ✓ Trilingual: English, Taishanese, Mandarin (Conversational)
- ✓ Experience designing for heavily regulated data and industries

### Technical Toolkit:

→ Figma, Adobe (XD, Illustrator, Photoshop), Google Workspace, Microsoft Office, Marvel, Miro, Wix, Squarespace  
→ Competitive analysis, user research, user stories, personas, task analysis, user flows, journey maps, sitemaps, information architecture, wireframing, prototyping, A/B and preference testing, usability testing, UX writing

## PROFESSIONAL EXPERIENCE

### DEV TECHNOLOGY GROUP, INC.

Reston, VA

Senior UX Designer

May 2024-Present

#### ICE HRSMA

- Led redesign of ICE's HR claims process, improving user satisfaction by **70%** through targeted research and workflow updates.
- Built a design system using React Bootstrap library to standardize UI components and language across the platform.
- Ran weekly usability tests with diverse user groups, reducing user errors by **40%** and improving feature adoption.

#### TSA FAST 2.5

- Established UX processes and best practices at a company new to user-centered design, reducing rework and delays by **30%**.
- Guided teams in delivering accessible, **Section 508**-compliant design solutions across the application.
- Aided usability testing to validate and refine the MVP ahead of launch, then collaborated with stakeholders post-launch to address user feedback and ensure a smooth rollout.

### IBM

Reston, VA

UI/UX Designer

May 2023-May 2024

#### TSA FAST 2.0

- Designed user-friendly interfaces that cut flight scheduling time by **50%** by streamlining key workflows in the TSA's first cloud-based app.
- Helped unify **5+ legacy systems** into one platform by translating user and stakeholder needs into clear, efficient designs.
- Created a UX language guide that standardized terminology and reduced user errors by **25%** in testing.

### KELLY CEN DESIGNS

Alexandria, VA

UI/UX Designer and Writer

Jun 2022-Mar 2023

#### Study Sesh

- Designed a responsive app for student collaboration across different universities, creating personas, wireframes, and a style guide.
- Built a high-fidelity prototype with animations, delivering final mockups showcasing core collaboration features.

#### Monable

- Designed a responsive financial literacy app for young adults, using user feedback and testing to enhance usability and engagement.
- Conducted user research, competitive analysis, and A/B testing to create an accessible, engaging platform combining bite-sized lessons with practical money management tools.

## EDUCATION & OTHER

### UNIVERSITY OF VIRGINIA

Charlottesville, VA

B.A. in English and Sociology, **GPA: 3.8/4.0**

**CERTIFICATIONS:** UX Certificate at Nielsen Norman Group (Dec 2023), AWS Certified Cloud Practitioner (Sep 2023), UX Design Certificate at CareerFoundry (Mar 2023), UX Writing Certification at UX Content Collective (Jan 2023)

**INTERESTS:** Pickleball, video games (League of Legends, TFT), and making the perfect matcha latte