

Qiling (Riley) Chen

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EXPERIENCE

Full-time & internships

TNL Engineering — Internship

GA, U.S.

UX Designer & Digital Marketing Specialist

June 2026 - Present

- Sole designer-developer on a cross-store order tracking PWA (React + Supabase) replacing paper handoffs across 3 retail locations; designed a 5-state order lifecycle and shipped an OCR intake pipeline (Tesseract + OpenCV) reaching ~85% extraction accuracy on production tickets.
- Owned the customer site redesign end-to-end as design lead to an outsourced engineering team — UX audit, IA restructure, and a tokenized UI kit handed off as production-ready CSS variables.
- Launched the brand's social presence from zero across 5 platforms, defining voice, content pillars, and a per-platform publishing cadence.

Kohler Co. x SCADpro — Sponsored Internship

GA, U.S.

UX/UI Designer

March 2026 - May

2026

- Led a 9-person team to redesign a smart home app integrating **AI-powered personalization**, biometric data streams (Apple Health, Oura), and inclusive design into core product strategy.
- Delivered end-to-end interaction concepts and spatial UI prototypes, simplifying multi-sensory home control into a personalized health-centric experience.

FINRA x SCADpro — Sponsored Internship

GA, U.S.

UX/UI Designer

Jan 2026 - March 2026

- Redesigned a B2B financial portal for thousands of regulated users — consolidated 23 portals into one hub, eliminating **64% of session fragmentation** and redundant authentication friction.
- Translated user research into an **AI-assisted compliance dashboard** with real-time feedback loops, reducing workflow complexity for regulatory operators.

Competitions & projects

Johnson & Johnson × SCAD — Hackathon

UX/UI Designer, Presenter

GA, U.S.
Oct 2025

- Built a RAG-based AI assistant (OpenAI API + Pinecone vector DB) for real-time ACL recovery guidance within a 72-hour sprint; nominated for J&J "Best Concept" award.

SCAD Start-up Competition

UX/UI Designer

GA, U.S.
Mar 2025

- Won **IDA(International Design Award), MUSE Design Award, and New York Product Design Award** as UI designer and presenter in a week-long startup competition with a 4-person team.

EDUCATION

Savannah College of Art & Design (SCAD)

M.F.A. Interactive Design — *Expected Mar 2027*

Sept 2024-Mar 2027

China Academy of Art (CAA)

B.A. Visual Communication Design

Sept 2020-Jun 2024

SKILLS

AI & tools Figma Make · Claude Code · Figma · Framer · Axure · Adobe Creative Suite

Design User flows · Wireframing · Prototyping (lo–hi fi) · Rapid iteration · Spatial UI

Engineering HTML · CSS · JavaScript

Research User interviews · Usability testing · Affinity mapping · Competitive analysis · Brand systems · Content strategy

Collaboration Cross-functional teams · Stakeholder alignment · Decision-making under ambiguity