

Xiaohan Chen

UX Designer

 Delft, Netherlands
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 [LinkedIn](#) / [Portfolio](#)

RELEVANT EXPERIENCE

Web Designer

@Sentech AI (Startup)

Rotterdam, NL

07/2025 - 12/2025

- **Research & brand design:** Conducted user research for people with neuro related skin disease, analysed European markets' stress-related skincare brands to support the brand positioning and GTM strategy.
- **E-commerce web design:** Led end-to-end brand website design with high-fidelity SEO-driven interfaces; conducted sprint planning, early web testing with real customers.
- **Early product development:** Collaborated with cross-functional teams to define functions for an AI-powered scanning ring, developed business model for personalised mental healthcare.

UX Researcher & Designer

@Stichting Hospital Hero

Delft, NL

11/2024 - 02/2025

- **Interviews & Problem scoping:** Conducted interviews with stakeholders to identify core healthcare challenges for immigrant families; analyzed persona and user journey map that drive product innovation directions.
- **System Inclusive Design:** Tested Hospital App to identify accessible barriers for immigrants; Designed parent-profile education, medical trajectory interfaces, and multi-language functions to improve the app's accessibility.
- **Business Impact:** Developed offline service strategies for non-Western migrant groups for the company's inclusive roadmap.

UX Designer Intern

@NetEase Games

Hangzhou, China

03/2023 - 07/2023

- **Mobile game design:** Collaborated with developers and game designers to deliver wireframes and interfaces for a match-3 game, including main entrance concepts, HP bar interactive logics for core battle interfaces; Wrote UX handover documentation for game development.
- **Level editor design:** Redesigned the game level editor by restructuring user flows, designed the design system and WCAG accessibility guidelines, resulting in over 20% increase in team workflow efficiency.

UX Designer Intern - User Growth

@Starmaker

Beijing, China

01/2022 - 05/2022

- **Data-driven growth:** Designed multi-lingual UX surveys across South Arabic, India and Spanish areas to evaluate push-notification experience, gathering 1,000+ responses and optimized push distribution strategies & content writings, which improved CTR by 12%.
- **User data dashboard:** Analysed in-app user behavioural data using SQL, identifying high-value users and developed customised strategies to stimulate their long-time app engagement and willingness to pay.

EDUCATION

MSc. Design for Interaction

Delft University of Technology

2023.09 - 2025.09

BEng. Interactive Intelligent Design

Beijing University of Posts and Telecommunications

2019.09 - 2023.09

SKILL

Design & Tools

Figma, Canva, Adobe CS, Jitter, Video editing, Content marketing

Research & Strategy

Usability testing, Interviews, Quantitative/Qualitative research, Workshop facilitation

Development Skill

Fluent in JavaScript, HTML/CSS, Vibe coding (Cursor, Claude Code); Experience with hardware engineering

LANGUAGE

English (C1, Professional)

Mandarin (Native)

Dutch (A2)

Japanese (N3)