

ED CHEN

Senior Product Designer — Financial Systems, Compliance UX, Design Infrastructure

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Open to: San Francisco · New York · Chicago · London · Zürich · Tokyo · Sydney | Currently: Taipei, TW

SUMMARY

Four years as the only designer at a regulated broker — 100,000+ traders, 40+ countries, five product lines. I built the design system (150+ components), led compliance design through eight regulatory changes, and worked directly with the CEO, Legal, and three engineering teams. Before that, I redesigned Christie's International Real Estate digital platform for property buyers in the \$5M–\$80M range. I care about getting details right, especially when the details have legal or financial consequences.

EXPERIENCE

Product Designer

ACY Securities (ZeroLogix) · Taipei, TW — APAC / EU / MENA · Jan 2022 – Present

ASIC-regulated broker. Sole design function across five product lines for a 150-person company. Built the processes, the component library, and the compliance review workflows that let engineering ship without bottlenecks.

Compliance & Onboarding

- Redesigned a 47-field KYC onboarding flow. New-user sign-up drop-off went from 73% to 45% (GA4 funnel, Q2→Q3 2022). Every regulatory requirement stayed — spent three weeks negotiating scope with Legal and the CEO to find the right balance.
- Built ASIC, FCA, MiFID II, and Dodd-Frank rules directly into design system components. When regulations changed (eight times in two years), teams updated components, not entire pages. Zero structural rework.
- CEO wanted us to copy Robinhood's minimal UI. I ran usability sessions — professional traders were 40% slower. Showed session recordings to leadership. The direction was reversed.

Design System

- 150+ components across web, iOS, Android, and institutional products. Three engineering teams ship across five product lines using shared components without waiting on design review.
- Component misuse dropped from ~30% to under 8% (quarterly code review audits) after writing governance docs and self-serve guidelines.

Trading Platforms

- Designed LogixTrader: keyboard-first web trading terminal for 20,000+ active traders. Order placement went from 8.2s to 2.9s in usability testing (n=15, paired design).
- Designed ACY Connect: institutional FIX 4.4 API portal for hedge fund clients. Support tickets dropped 67% (40→13/mo), integration time went from 3 weeks to 1 week.

Solo Operations (2024–Present)

- After a team restructure, maintained delivery across all five product lines alone. AI handled production tasks (copy variants, asset resizing, scaffolding); all UX decisions and compliance logic stayed manual. Shipped iOS + Android (5.0★), multilingual campaigns, and live compliance updates concurrently.

Designer & Developer

Christie's International Real Estate · Taipei, TW · May 2021 – Jan 2022

Sole designer and developer for the editorial platform — UHNW clients (\$5M–\$80M properties) across NYC, London, Tokyo, Hong Kong, Taipei.

- Redesigned the editorial platform end-to-end: +20% page views (GA, Q4 2021 vs Q1 2022), 60% fewer database queries (47→18 per page). Built the company's first Figma-to-production pipeline — design-to-deploy went from 2 weeks to 3 days.
- Integrated Salesforce CRM workflows and standardised content operations across five international offices.

SELECTED PROJECTS

Argos — Cross-Asset Compliance Platform (Concept, 2026)

AML investigation platform connecting banking, securities, and real estate in a single workspace. 40 screens, 4 user role workflows. Research grounded in FinCEN guidance, FATF recommendations, and domain expert consultation with a CPA/CFE.

edwson.com/project-argos.html

Xanthos Private Bank — UHNW Wealth Management (Concept, 2026)

B2B2C private banking concept: client portfolio dashboard, RM briefing tools, investment proposals, onboarding. 8 flows, 23 screens. User-tested with 3 private banking professionals. edwson.com/project-private-banking.html

TradeX Institutional — Hedge Fund Terminal (Concept, 2025)

Institutional trading terminal with Level 2 order book, multi-asset risk analytics, and AI decision support. Explores presenting non-deterministic AI predictions alongside hard financial data. edwson.com/project-tradex-institutional.html

SKILLS

What I do well: Design systems that teams actually use. Compliance flows that don't feel like compliance. Trading and financial data interfaces. Onboarding for complex products. Working directly with Legal, Engineering, and executives. Making things work across jurisdictions and languages.

Regulatory: ASIC · FCA · MiFID II · Dodd-Frank · FINRA/SEC · BSA/FinCEN · FATF · AML/KYC

Research: Usability testing · card sorting · behavioral analytics (Hotjar, GA4) · stakeholder interviews

Tools: Figma (advanced) · Framer · ProtoPie · HTML/CSS/JS · React/Next.js · React Native · Claude/GPT-4 · Cursor

EDUCATION

Master of Fine Arts (MFA) — Digital Design & Multimedia

Academy of Art University, San Francisco

2018 – 2020

Bachelor of Fine Arts (BFA) — Industrial & Product Design

Academy of Art University, San Francisco

2014 – 2018

RECOGNITION & LANGUAGES

Awwwards Nominee — ACY Securities, 2024 · Open Source: ReactOmega design system · Data verification methodology: edwson.com/data-verification

Languages: English (native) · Mandarin (native) · Japanese (conversational) — Shipped production interfaces in: EN, ZH-TW, JA, AR (RTL), VI, TH