

Chi Sheng Chen (Ed Chen)

Product Designer

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PROFESSIONAL SUMMARY

Product Designer with 4+ years building institutional-grade financial platforms serving 100K+ users across B2C, B2B, and institutional segments. Led end-to-end design of 5 interconnected trading platforms at ACY Securities, including FIX 4.4 API infrastructure for hedge funds and Bloomberg Terminal-inspired analytics. Proven track record: 67% support ticket reduction, 5.0★ App Store rating, and successful SPAC/IPO investor material design. Expertise in high-stakes financial UX — regulatory compliance, real-time trading, and institutional workflows.

CORE COMPETENCIES

Institutional Trading UX

Cross-Functional Design Leadership

Regulatory Compliance UX

Real-Time Trading Systems

Financial Data Visualization

API Documentation Design

B2B / Enterprise Design Systems

Strategic Business Design

PROFESSIONAL EXPERIENCE

Product Designer *Jan 2022 – Present*

ZeroLogix (ACY Securities) | Taipei Taiwan — APAC / EU / MENA

- Designer across 5 interconnected product lines (web platform, mobile app, broker terminal, FIX API portal, marketing site) serving 100K+ users in 40+ countries.
- **ACY Connect — FIX 4.4 API Platform:** Designed institutional developer portal for 12+ hedge fund and prime broker clients; reduced support tickets 67% (30/month → 10/month) and cut integration time from 3 weeks to 1 week.
- **ACY Mobile App (iOS & Android):** Led mobile trading app from concept to 5.0★ App Store rating with 100K+ downloads; implemented full RTL layout support (Arabic, Hebrew) for 40+ country deployment.
- **FinLogix Broker Terminal:** Designed multi-tenant B2B platform serving 45+ institutional broker clients; achieved 60% query performance improvement and WCAG AA accessibility certification required for enterprise procurement.
- **LogixTrader Web Platform:** Built keyboard-first trading terminal (MT4/MT5 competitor) featuring Bloomberg Terminal-inspired shortcut system; deployed to 20K+ active traders with <2s order execution feedback.
- **Design System Governance:** Built and maintained a design system of 200+ components spanning web, mobile, and institutional products; reduced component implementation time by ~33% and engineering misuse from 30% to <8%.

- Built 20+ campaign pages from brief to production in 2–3 days (design + code), leveraging CodePen-based CSS animation prototypes to streamline developer handoff.
- Conducted behavioral research (Hotjar, 170+ sessions) to align Legal, Engineering, and C-suite stakeholders with user data during ASIC regulatory review.
- Awwwards Nominee — ACY Securities 2024 homepage redesign (cross-functional team achievement).

Designer & Developer *May 2021 – Jan 2022*

Christie's International Real Estate | Taipei Taiwan

- **Blog Redesign:** Redesigned the Christie's International Real Estate blog end-to-end, delivering a 20% increase in page views and earning the Hermes Platinum Award.
- **Prototyping & Stakeholder Leadership:** Designed feature prototypes in Figma, presented for executive approval, and established the company's first Figma-to-production pipeline.
- **Workflow Standardization:** Created clear content management SOPs for global teams of agents, designers, and developers—reducing onboarding time and operational errors.
- **Data-Driven Strategy:** Delivered actionable insights through data analysis to support product and marketing decision-making.
- **CRM Optimization:** Integrated Salesforce CRM workflows to improve data flow between digital products and the sales/marketing pipeline.

SKILLS & EXPERTISE

- End-to-End Product Design
- Institutional & Enterprise UX
- High-Stakes Financial Interfaces
- User Research & Behavioral Analytics
- Design Systems & Governance
- Mobile-First & Cross-Platform Design
- Stakeholder & C-Suite Collaboration
- Figma, Framer, ProtoPie, Adobe Suite

EDUCATION

Master of Fine Arts (MFA) *2018 – 2020*

Academy of Art University — Web Page, Digital/Multimedia & Information Resources Design

Bachelor of Fine Arts (BFA) *2014 – 2018*

Academy of Art University — Industrial and Product Design

AWARDS & RECOGNITION

- Awwwards Nominee — ACY Securities 2024 homepage (cross-functional design + engineering achievement)

LANGUAGES

English (Native / Business Proficiency) Mandarin Chinese (Native)