Po-Cheng Chen

Location | Taipei, Taiwan
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Portfolio | https://cpc-design.com

Skills

- UI/UX Design Practices from Scratch to Finish
- User Context Research Methodologies
- Physical & Digital Prototype Test & Iteration
- Team / Stakeholder Collaboration & Communication
- Independent Work & Problem Solving
- English & Mandarin International Work Experience
- Following Tech Trend & Keep Learning

Software

Graphics	Adobe Creative Cloud / Canva
UIUX	Figma / Adobe XD / Protopie
Motion	Adobe Premiere / Final Cut Pro
Web	CMS Management / HTML / CSS / JS
AI/LLM	ChatGPT / Gemini / Notebook LM

Education

Sep 2023 - Jul 2025

Master Design for Interaction
Delft University of Technology, Netherlands

Cum Laude | GPA 8.35 out of 10

Mastered design principles applied to real-world contexts, strengthened participatory design mindset, and developed technical skills in building and iterating interactive prototypes with a strong focus on usability and user experience.

Sep 2016 - Jun 2020

Bachelor Industrial Design
National Cheng Kung University, Taiwan

GPA 3.53 out of 4

Built a strong foundation in human-centred design, core design skills (sketching, proto-typing, 3D modelling, rendering), and the application of diverse design methods in academic projects.

Language

- Mandarin (Native)
- English (Academic & Business Level)

Work Experience

Sep 2024 - Feb 2025

Web and Digital Platform Intern
Delta Electronics (B.V.), Netherlands

- Applied UI/UX and human-centred design principles to redesign the corporate product website interface, delivering a next-generation concept that improved information hierarchy, navigation clarity, and overall usability for a B2B audience.
- Designed Hannover Messe 2025 campaign landing pages, translating marketing and brand objectives into high-fidelity visual layouts and user flows, and worked cross-functionally with stakeholders and front-end developers to support implementation.
- Managed and structured content through a custom CMS, ensuring consistency, accuracy, and timely updates aligned with product launches and corporate communications.
- Leveraged AI-assisted tools alongside HTML/CSS to rapidly prototype and build responsive landing pages, significantly accelerating design iterations and reducing development turnaround time.

Jun 2021 - Jun 2023

Full-time Product Designer
Tronnovate Design Laboratory, Taiwan

- Applied product and digital design knowledge to design and develop website UI/UX using Figma and WordPress, delivering an optimized, SEO-integrated website structure that improved brand discoverability and online presence.
- Participated in end-to-end product design and production decision-making for bag-related products, translating design concepts into manufacturable solutions by balancing aesthetics, materials, cost, and production constraints.
- Delivered commercial-grade product photography (indoor & outdoor) using DSLR, producing high-quality visual assets for e-commerce, social media, and marketing campaigns.

Jun 2020 - Aug 2020

Graphic Design Intern
NextDrive, Taiwan

- Designed and proposed UX wireframes for the Android device setup app, streamlining device setup flow for technicians.
- Created a trifold brochure for a regional energy expo, effectively communicating the company's core value propositions to potential clients.
- Designed a user-friendly product catalog aimed at corporate customers, improving accessibility of product information.

Academic Highlight

Jul 2025

Future Reading Experience: Exploring Narrative Transportation in VR Fiction Reading

Master Thesis | TU Delft

This graduation project explores how narrative transportation can be enhanced in VR fiction reading through AI-generated visuals and spatial design. By combining user insights and pro-totyping, the project reveals new ways to reimagine reading in an era of distraction.