

Hi there!

Chloe Chen

Senior Product Designer

Sydney, Australia

CONTACT

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chloechendesigner.com



EDUCATION

Digital Media

Bachelor degree

Beijing Forestry University

I'm a product designer who can simplify complex product systems, shape clear workflows, and build visual foundations that can scale with the product.

EXPERIENCE

Jan 2022 — Present

Product Designer

Willow → Praedico - Sydney, Australia

Praedico was spun off from Willow

Enterprise rail software, complex workflows, data visualisation, and scalable UI patterns.

Apr — Nov 2018 (7mons)

UI/UX Design Lead

Xiaozhan Education - Shanghai, China

Led a small design team across multiple mobile learning products and online course promotions.

2012 — 2018 (5yrs 5mons)

UI/UX Design Lead

51Job - Shanghai, China

Designed core mobile journeys, visual foundations, product launches, and marketing campaigns.