

GUAN-BAI (GREG) CHEN

Mobile: 2242661550 | Email: wds0808@gmail.com | Portfolio: guanbaic.com

I am a **Product Designer** skilled at crafting user-centered experience for both hardware and software.

Education

Master's Degree - Interaction Design *Carnegie Mellon University, Pittsburgh* | Aug 2021 - May 2022

Bachelor's Degree - Industrial Design *National Yunlin University of Sci and Tech, Taiwan* | Sep 2008 - Jun 2012

Experience

Product Designer *TikTok inc., Los Angeles* | July 2022 – Present

TikTok is a global leader in short-form video service, hosting a variety of user videos for entertainment.

- Lead design team of Effect House, TikTok augmented reality effect creation tool.
- Create 0-1 features to better meet creators' needs and attract new users
- Build wireframes, interactive prototypes, and user flow diagrams and craft digital interfaces

Design Researcher *[Em]Bodied Computations Lab, Pittsburgh* | Aug 2021 - Dec 2021

[Em]bodied Computations Lab is led by Dina El-Zanfaly, Ph.D. The lab focuses on new roles of computational design and physicality in embodied sense-making, including human perception, cognition, and experience.

Hardware Product Designer *HP inc., Taipei* | July 2014 - Feb 2021

HP inc. is a global leader in consumer hardware, leading PC market to innovate with design and technology

- Ship 43 laptops including HP Envy, Pavilion, Stream, and Chromebook as a project design lead.
- Guide ODMs (Quanta, Compal, Wistron) and vendors to design for quality and simplicity.
- Lead projects end-to-end, from research, planning, cost management to ideation, prototyping, and production.
- Define the look and feel and project strategy of HP consumer laptops based on product roadmaps.
- Manage manufacturing solutions toward business goals and guide outcomes to be productionable at globe scale.
- Collaborate closely with cross-functional teams such as Production, Product Marketing, product managers, engineers, designers, sales, and researchers to lead projects to successful outcomes for users and business.

Product Designer *Movial, Taipei* | Mar 2014 - Jun 2014

Movial is a global software and service design company developing applications for any platform and design

- Build APP/ Web that meets user and clients' needs.
- Conduct UX research to identify user needs and translate them into design opportunity.

Patents

- **Wood Panel Assemblies for Palm Rest and Trackpad (20220137671)** *HP inc.* | 2022 (Published), 2019 (Filed)
- **Video Live React** *TikTok inc.* | 2022 (Filed)

Honors

- **Gold Award**, *iF World Design Guide*, 2020 | HP Envy Wood
- **Innovation Awards Honoree**, *Consumer Electronics Show*, 2020 | HP Envy Wood

Notable Projects

TikTok Effect House An augmented reality effects creation tool for Tiktok creators. It inspires the creation of more than 1.5 billion videos and over 600 billion views globally in first beta | 2022

Beyond An augmented reality museum experience that explores multi sensory inputs, including voices, hands, and proximity for the best immersive experience | 2021

HP Envy Wood An award-winning laptop that boasts a unique mix of materials, wood in the palmrest, to offer natural, warm, and premium user experience | 2020