

Candice Dan Chen

Senior UX Designer

London, UK

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SUMMARY

Senior UX Designer with 5+ years' experience designing intuitive experiences for complex physical and digital systems. Shipped product from 0 to 1 in startup; specialist in enterprise automation, human-robot interaction, and hardware-software integration. Proven track record delivering solutions across 30 warehouse sites in 13 countries. Research-driven designer skilled at cross-functional leadership, mentoring junior designers, and data-informed decision-making.

PROFESSIONAL EXPERIENCE

Senior UX Designer

Jan 2023 – Apr 2026

Ocado Technology | London, UK

Designing automation and fulfilment systems for the Ocado Smart Platform — powering online grocery operations across 13 global retail partners, 1,000+ stores, and 30 warehouse sites worldwide.

- Owned end-to-end UX across **2 flagship and 10+ significant projects**, used by **~2,700 operatives daily** across 30 sites in 13 countries — including a redesigned workflow prototype delivering **2 seconds faster per cycle** than its predecessor, validated through on-site testing at every major rollout.
- Delivered UX strategy for a new operational workflow projected to save **£10M+ annually** — identifying critical edge cases and error scenarios the product team had not anticipated.
- Drove measurable operational improvements: **~3.5% productivity gain, 15–20% reduction in operative travel time, 2% increase in picking productivity, 15–30% footprint reduction, 30% labour cost reduction, and 95% reduction in support costs.**
- Identified an opportunity to integrate the team's existing **AI image classification model** into a flagship workflow — translating a computer vision capability into a practical, human-centred UX feature surfacing product-specific visual guides at the point of task.
- Worked closely with **3 core engineering teams** plus specialist teams at key stages — running cross-functional workshops and alignment sessions that secured engineering investment in design-led decisions.
- Co-led robotics UX research programme, defining interaction and communication design for autonomous mobile robots ([Porter & Pallet Move AMR](#)) using AR and physical prototyping in real operational conditions.
- Conducted research in challenging environments including AR testing in live warehouse settings and usability studies at **–20°C** — ensuring designs held up beyond the lab.
- Co-led hardware UX for [warehouse workstation design](#) — facilitating ideation with hardware engineers, PMs, and H&S teams; delivering evidence-based recommendations that shaped physical design decisions.
- Mentored two junior designers; helped build a collaborative design culture across product, engineering, operations, and safety teams.
- Presented design work directly to clients, supporting contract sign-off and stakeholder alignment at a senior level.

Product Designer (UI/UX)

Mar 2020 – Dec 2022

Pairview Limited | Portsmouth, UK

Founding and sole designer at a UK EdTech startup — owning B2C and B2B product design, brand, and cross-functional operations from concept to market launch.

- Reported directly to CEO; partnered on product vision and strategy, contributing to investor presentations on market opportunity and product roadmap.
- Owned end-to-end product design (**0→1**) across **B2C and B2B products** — spanning user research, journey mapping, competitive analysis, prototyping, UAT, and iteration.
- Developed full brand identity (logo, colour palette, typography, guidelines); managed **payment gateway integration and ongoing maintenance**.
- Worked closely with a dev team of 4 as the primary design-to-development bridge; supported unit testing and contributed to dev team hiring
- Collaborated with marketing on product positioning; partnered with data analysis manager to feed **usage and sales insights** back into the product roadmap.
- Trained and onboarded the sales team; supported customer support by triaging issues and managing dev communication on tickets.

EDUCATION

MSc International Development: Globalisation, Trade and Industry

Sep 2018 – Dec 2019

University of Manchester

BSc (Hons) Urban and Rural Planning

Sep 2013 – Aug 2018

South China Agricultural University

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Recent AI for Designers (IxDF, Jun 2024) · UX Design for Augmented Reality (IxDF, Jan 2024) · Behavioral Design (IxDF, Nov 2023) · UX Foundations: Research (LinkedIn, Sep 2022)

Additional UI Design Patterns (IxDF, Nov 2021) · Data Analysis for Management (LSE, Mar 2021) · Agile Project Management (Oxford University, Jul 2019)

CORE COMPETENCIES

UX & Product Design

End-to-End Product Design · User Research · Interaction Design · Prototyping · Usability Testing · Information Architecture · Design Systems · Service Design · Systems Thinking

Specialisations

Hardware-Software Integration · Human-Robot Interaction · Warehouse Automation · Robotics UX · Ergonomic Design · Workflow Optimisation · Cross-Device UX · B2B & B2C Design

Research & Data

Journey Mapping · A/B Testing · Data-Driven Design · Workshop Facilitation · Stakeholder Management

Leadership

Cross-Functional Team Leadership · Design Mentorship · Startup Environment · Founder-Level Partnership

LANGUAGES

English — Fluent **Cantonese** — Native **Mandarin** — Native