

Julia Chen

Senior Product Designer | Fintech | Open to relocation to Toronto, Canada

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 [Julia Chen](#)

Professional Summary

Senior Product Designer with 9+ years of experience across web and mobile, with a strong background in fintech and workflow-heavy products. I focus on simplifying complex financial and operational systems through research, interaction design, prototyping, and close collaboration with product and engineering teams.

Skills

- End-to-end product design
- User research
- Interaction design
- Prototyping
- Information architecture
- Design systems
- Visual design
- Cross-functional collaboration
- Responsive web, iOS, and Android
- Figma

AI Workflow

Use AI tools to accelerate research synthesis, design exploration, content iteration, and early prototyping.

Additional

- Experience across fintech, Web3, consumer products, and digital platforms
- Strong in both workflow-heavy systems and customer-facing experiences
- Open to global remote roles or relocation opportunities

Independent Product Designer

Dec 2024 – Present | Independent consulting projects

- Advise fintech and technology teams on product design, UX strategy, and workflow improvement.
- Help teams improve key journeys and make clearer product decisions through research and collaboration.

Senior Product Designer — MEXC

Nov 2022 – Dec 2024 | Global Cryptocurrency Exchange (40M+ users)

- Designed complex product flows across responsive web, iOS, and Android for a global platform serving 40M+ users.
- Partnered with product, engineering, and data teams to improve usability, activation, and workflow performance.
- Simplified information-dense financial systems into clearer user journeys and more polished product experiences.
- Worked in a fast-moving fintech environment where trust, clarity, and iteration were critical.

UX Design Lead — StockFeel

Oct 2020 – Aug 2022 | Financial knowledge platform (1M+ MAU)

- Led end-to-end product design focused on workflow clarity, content structure, and knowledge accessibility.
- Built and scaled a design system to improve consistency and team efficiency.
- Designed internal ERP and CDP systems to support business workflows and operations.
- Partnered closely with stakeholders to improve usability and support product evolution.

Product / UX Designer — StockFeel

Jul 2019 – Oct 2020 | Agency & Consulting Projects

- Delivered UX and product design solutions for 20+ clients across fintech, SaaS, and digital products.
- Defined user flows, product structure, and system interactions with stakeholders.
- Conducted user research and usability testing to guide design decisions.

Product Designer – Myfeel.Inc

Oct 2018 – May 2019 | Consumer Products & E-commerce

- Designed consumer products including daily-use items and small appliances for market launch.
- Contributed to the company's brand identity system and visual guidelines.
- Designed and launched the e-commerce website from UX through final UI.