Nathan Chew

nathanchew.webflow.io | nathanbchew@gmail.com | linkedin.com/in/nc05 | +1 (604) 218-1830 | Ithaca, NY

EDUCATION

Cornell University — Ithaca and New York, NY
Master of Science in Design Technology – AAP and Cornell Tech — *Expected May 2028*

University of British Columbia — Vancouver, BC
Bachelor of Design in Architecture, Landscape Architecture, and Urbanism — *2019 – 2024*

WORK EXPERIENCE

Product Designer — Aug 2024 – Mar 2026
ACEL Power — *Vancouver, BC*

- Designed and shipped the end-to-end human-machine interface (HMI) for 50HP and 75HP marine electric propulsion systems — a data-heavy dashboard turning charge, usage, and navigation data into a readable interface for recreational boaters. The MVP drove 50+ demo requests and a 40% increase in dealer conversations in 5 months, becoming the primary demo asset for sales.
- Conducted user research and usability testing with 100+ boat operators at global trade shows, on-water demos, and local marinas, translating interviews into product requirements and feature priorities for the first-generation system.
- Authored PRDs, PRFAQs, and success metrics with engineering and marketing across two generations of EV marine products spanning 23 hardware components and 5 software applications, and established the company's first design system.
- Led an 8-member product innovation team exploring hybrid propulsion, autonomous docking, and AI-assisted navigation, advancing concepts from sketch to working prototype and into the second-generation roadmap.
- Partnered with firmware and hardware engineers to implement the HMI on an Android front end over a Linux back end, specifying interaction logic and edge cases, reviewing builds on-device to close the gap between design and shipped behavior.

UI/UX Designer Intern — Apr 2022 – Aug 2022
LQ Ventures Limited — *Vancouver, BC*

- Redesigned the user experience of an e-commerce platform for laboratory equipment, rebuilding product listings and checkout flows to improve purchase completion, contributing to a 24% increase in online sales within 3 months.
- Surveyed and interviewed 60+ customers to prioritize pain points and validated redesign decisions through A/B testing. Optimized listing SEO, increasing click-through rate by 30% and growing customer reviews.
- Produced wireframes, prototypes, and brand identity in Figma and Adobe Illustrator. Developed in-studio product photoshoots and edited the images in Photoshop. Created demo videos in After Effects for social media campaigns.

Web Design Contractor — Feb 2021 – May 2021
Polair — *Baltimore, MD*

- Built the product website for a Johns Hopkins University engineering team competing in the XPRIZE mask design challenge, contributing to a $250K prize and Future Forward award that reflect the future of mask technology.
- Modeled 3D prototypes, renderings, and sketches in Rhino 3D, Blender, and Autodesk Fusion 360, producing 40+ early iterations for in-person testing, fitting, and customization.
- Shared user pain points with the engineering team and applied heuristic evaluation during early prototyping. Assisted interviews with mask users on campus to inform accessible, inclusive design decisions.

TECHNICAL SKILLS

Design: Interaction design, visual design, prototyping, wireframing, user flows, user research, usability testing, design systems, systems thinking, end-to-end product strategy, cross-functional collaboration, data-informed design, A/B testing, accessibility
Tools: Figma, FigJam, Framer, Origami Studio, ProtoPie, Adobe Creative Suite, Rhino 3D, Blender, Midjourney
Technical: HTML, CSS, JavaScript, Python, Cursor, Claude Code, AI-assisted prototyping, Jira

LEADERSHIP

Cornell UX Design Club – Design Mentor | Research Assistant — Interaction Research Lab — 2026 – Present
UBC National Organization of Minority Architecture Students – Design Lead — 2021 – 2024
UBC Design Undergraduate Society – External Community Lead | UBC UX Hub – Program Coordinator — 2022 – 2024