

HELEN CHI

PRODUCT DESIGN

EXPERIENCE

PRINCIPAL DESIGNER

MyFitnessPal #1 Health & Fitness app

Jan 2013 – Aug 2014 • San Francisco, CA

Redesigned MyFitnessPal product family for iPhone, iPad, Android, and Web

iPhone and iPad App featured in App Store

#1 Free Health and Fitness app in App Store for U.S. and Latin America

User base of 30+ million grew to 80+ million within two years

Collaborated in improving design and development workflow process

Supervised and trained designer

SENIOR DESIGNER

MyFitnessPal

Dec 2012 – Jan 2013 • San Francisco, CA

FREELANCE CLIENTS

Seamless • MyFitnessPal • Kode • Scoot

Mar 2012 – Dec 2012 • Remote from New York City, NY

UI & VISUAL DESIGN LEAD

EnergyHub Inc Green tech startup helping users lower their home energy usage and utility bills.

Mar 2009 – Mar 2012 • Brooklyn, NY

Led and designed UI for web and mobile (iOS and Android) products from start to finish

Hired, supervised, and trained design team of three (1 sr. designer and 2 interns)

MOBILE DESIGN LEAD

Bloomberg LP Leading, global, real-time financial information provider.

Mar 2006 – 2009 • New York City, NY

Designed Bloomberg's first mobile apps for multiple platforms. iOS app featured by Apple

Developed look and feel and built style guides for all mobile products

GRAPHIC DESIGNER

Bloomberg LP

Jan 2002 – Mar 2006 • New York City, NY

Handled projects from start to finish, for print, interactive, digital and environmental signage, video production and high-end premium items for global internal and external clients.

INTERN – JUNIOR DESIGNER

Empire Design Studio boutique design studio specializing in print design.

June 2000 – Feb 2002 • New York City, NY

Designed book covers, assisted in photo editing, handled production work for print projects.

SKILLS

SOFTWARE

Photoshop, Illustrator, InDesign,

GitHub, Balsamiq, After Effects,

Final Cut Pro, Trac, Jira.

DESIGN

User centered approach
to product design problems

Multi-platform design

User testing

EDUCATION

PARSONS THE NEW SCHOOL FOR DESIGN

New York City, NY

Sept 1997 – May 2002

Bachelor of Fine Arts in
Communication Design

INTERESTS

Cycling

Photography

Music

Learning & Growing

CONTACT

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*References available
upon request.*

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PRODUCT DESIGN

(Continued)

PRESS, PUBLICATIONS AND OTHER

PRESS

- Bloomberg iPhone app screen design featured in an Apple commercial and full page print ad for New York Times, Business Week and the New Yorker. 2009 and 2011
- AIGA's 50 Books and 50 Covers Competition, book cover design for A Badly Flawed Election. 2000
- Metropolis magazine, Revolutionaries book cover design seen in feature article on Empire Design Studio. 200
- Wallpaper magazine, Chair design, student work published. 2000
- Blueprint magazine, Chair design, student work published. 2000

EXHIBITIONS

- Interfaces by Designers Interactifs in Paris, France. 2011 EnergyHub was asked to participate in the exhibit as an example of multi-platform system design.
- AIGA's 50 Books and 50 Covers Exhibit, book cover design for A Badly Flawed Election exhibited at SF Center for the Book. 2003

CONFERENCES AND ASSOCIATIONS

- South By Southwest Interactive (SXSWi) Attendee, 2011
- IXDA member

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