

# Goun-In Chen Business Management Consultant, AI & cloud-enabled services

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- Supported service transformation and digital CX initiatives at Bosch, improving enterprise platform usability across global teams.
- Collaborated with product managers and business stakeholders in a consulting-style environment, conducting user research, workflow analysis, and usability testing.



## Skill Set

**Service Transformation & CX:** Umfragen, Interviews, User Journey Mapping, Personas

**Digital & Technical Skills:** Interaktives Prototyping, Flowcharts, Informationsarchitektur, Cloud Infrastructure, Digital Platforms

**Usability Testing:** Benchmark-Usability-Tests, Accessibility-Tests, A/B-Tests

**Tools:** Figma (Experte, 4+ Jahre), Adobe CS (Experte, 8+ Jahre), Miro, Notion

**Consulting Skills:** Business Process Analysis, Workshop Facilitation

**Product Management:** Agile Methoden, Design Thinking, Produkt-Roadmaps, PRD, User Story

## User Experience Designer - Cloud Console | Hetzner Cloud GmbH

Frontend-Team

Remote, Germany | May 2025 – Present

- Contributed to the evolution of the Hetzner Cloud Design System across 10+ products, improving UI consistency and enabling scalable digital service experiences for cloud customers.
- Designed and prototyped the “Manage Database Server” cloud service flow within 6 weeks, reducing task complexity from 14 to 8 steps and improving service usability and efficiency.
- Created detailed UI component specifications for 8 engineers, ensuring 95% design-to-development accuracy.

## Master Thesis Research Project – AI-Driven Product Development | Robert Bosch GmbH

Power Tools & AI R&D

Leinfelden-Echterdingen, Germany | Dec 2022 – Nov 2023

- Led iterative user research and validation cycles for AI-enabled product concepts, translating user needs into actionable insights for service and product development.
- Conducted 15 in-depth interviews and 200+ task analyses, identifying key user pain points and opportunities.
- Established a GDPR-compliant UX research framework, later adopted as an internal standard for user research processes.

## UX/UI Design Intern – Supply Chain Management Platform | Robert Bosch GmbH

Business Management Consulting

Ludwigsburg, Germany | May 2022 – Sep 2022

- Conducted 20+ international stakeholder interviews to identify workflow inefficiencies and service bottlenecks in a global enterprise platform.
- Developed a scalable UX analysis framework in Miro, enabling structured synthesis of complex enterprise user data.
- Consolidated fragmented UX knowledge into a centralized digital knowledge hub, improving accessibility for 200+ internals.

## UX Research & Design Workshop Facilitator | Freelancer

Freelance UX Coach for companies and educational institutions

Taipei, Taiwan | Jun 2018 – Jul 2020

- Facilitated UX workshops and coached 500+ participants in human-centered design methods, enabling adoption of user-centered practices in organizations and education.
- Designed and delivered structured training sessions on UX research, ideation, and prototyping methodologies.

## Education

**M.Sc. Human-Computer Interaction | University of Siegen, Germany**

Full Scholarship • Nominated for Dean's List

Focus: HMI Design for AI Systems

**B.Sc. Industrial Design | National Cheng Kung University, Taiwan**

Recipient of a national design award • Final grade: 1.3

Focus: Product Design, Human Factors, User Research, Graphic Design, Mechanics, Statistics