

Ed Chen

Product Designer · Financial Software · Design Systems · Compliance UX

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Open to relocation: San Francisco · New York · London · Sydney · Zürich · Genève · Tokyo

SUMMARY

Five years designing financial software where a wrong decision is a legal problem, not just an aesthetic one. I build the products traders use to execute orders, the compliance flows that keep financial firms out of trouble with regulators, and the design systems that let teams ship regulatory changes in days instead of months. Before that I ran design and development for Christie's International Real Estate — \$5M–\$80M property clients across five global offices.

EXPERIENCE

ACY Securities

January 2022 – Present (3+ years)

Product Designer

Sydney, Australia (remote) · ASIC-regulated financial broker

- **Design system:** Built 150+ reusable components used across 5 products simultaneously — trading platform, mobile app, compliance portal, B2B tools, marketing site. When regulators required a UI change, one update fixed all products at once instead of 5 separate redesigns. Regulatory update time: 3–4 weeks → 3–5 days.
- **Customer sign-up:** Redesigned a 47-field compliance form into a guided flow. Completion rate rose from 27% to 55% — nearly twice as many people who started actually finished opening their account. In a trading platform, every completion is a funded account. (GA4 funnel data, Q2–Q3 2022)
- **Mobile app:** Led end-to-end from wireframe to App Store launch. Four languages including Arabic (right-to-left). 100,000+ users, 5.0-star rating across 2,000+ reviews.
- **Regulatory resilience:** Absorbed 8 major regulatory changes from ASIC (Australia), FCA (UK), and MiFID II (Europe) without rebuilding the product from scratch. Compliance rules are built as modular components — a new rule slots in without touching everything else.
- **C-suite collaboration:** Worked directly with the CEO on investor presentations and the CFO on financial data visualisations for capital raises. Introduced collaborative design tools to the CFO, compressing approval from multi-day email chains to same-day sign-off.
- **Post-restructure:** Maintained all 5 product lines independently after the design team downsized in 2024, integrating AI for asset generation while keeping all UX decisions, compliance logic, and design governance manual.

Christie's International Real Estate

2021 – 2022 (9 months)

Designer & Developer

NYC · London · Tokyo · HK · Taiwan · \$5M–\$80M luxury property clients

- **Built the editorial platform** for Christie's real estate division — the 250-year-old auction house. Hired as a web engineer, ended up owning design, front-end, back-end, and product decisions across 5 international offices with no project manager.
- **Results:** Page views +20% in the first quarter after launch. Server load reduced 60% through database architecture changes.
- **Core design problem:** Making a 250-year-old brand feel credible online — where the interface had to communicate institutional trust before a single word on the page was read.

KEY RESULTS

- **100,000+ active traders** use products I designed daily, across 40+ countries
- **150+ design components** in a shared system serving 5 product lines and 3 engineering teams
- **Sign-up completion 27% → 55%** after redesigning a 47-field compliance form into a guided flow
- **Order placement 8.2s → 2.9s** (64% faster) — measured in a moderated usability study with 15 real traders
- **8 regulatory changes** absorbed without a single ground-up product redesign
- **5.0★ App Store rating** across 2,000+ reviews on the consumer mobile app
- **67% of traders** built custom workspace layouts within 3 months of the Finlogix redesign (platform analytics, Q4 2023)

SKILLS & DOMAIN KNOWLEDGE

Design: Product design · interaction design · design systems · user research · usability testing · prototyping · component libraries · Figma

Finance domain: Trading platforms · KYC/AML identity verification flows · risk warnings and regulatory disclosures · institutional B2B platforms · order management · algorithmic trading interfaces

Regulations designed for: ASIC (Australia) · FCA (UK) · MiFID II (EU) · FINRA/SEC (US) · Dodd-Frank (US derivatives) · ESMA · FATCA · AML/KYC frameworks

Tools: Figma · Hotjar · Google Analytics (GA4) · Git · Jira · Notion · HTML / CSS / JavaScript

Cross-functional: Legal · Engineering · Product · C-suite collaboration · design system governance · developer handoff documentation · design review processes · hiring

EDUCATION

Master of Fine Arts (MFA) · Digital Design

2019 – 2021

Academy of Art University · San Francisco, California

LANGUAGES

English (native) · Traditional Chinese (native) · Japanese (functional)

PORTFOLIO & LIVE WORK

- edwson.com — Includes a working institutional trading terminal built entirely in the browser: real-time price simulation, order execution, algorithmic trading (TWAP/VWAP), options pricing with Greeks, and a live account ledger. Built to demonstrate I understand what I design, not just how it looks.
- 8 public LinkedIn recommendations at edwson.com/executive-recognition.html — from direct manager, direct reports, engineers, and C-suite collaborators.