

# Hi, I'm Chu!

An award-winning industrial designer with expertise in creating feasible and patentable products. Currently pursuing an MA in International Design Business Management at Aalto University, with a growing passion for user experience research and design. Skilled in clear communication, user-centered design, and aligning business goals with customer needs through innovative solutions.

## CONTACT

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○ [Portfolio](#)  
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## DESIGN TOOLS

○ 3D modeling: Creo, Alias  
○ 3D rendering: Keyshot  
○ Visual design: Figma, Adobe Photoshop, Illustrator, InDesign  
○ Product animation & motion graphic: Adobe After Effects



## EXPERIENCE

- **2021-2023 Compal Electronic, RD industrial designer** *Taipei, Taiwan*
- Drove innovation direction in early-stage product exploration by synthesizing user needs, market trends, and emerging technologies into actionable product concepts that balanced value, feasibility, and business goals.
  - Acted as a connector between design, engineering, and marketing teams to support product direction and maintain alignment throughout the development process.
  - Co-inventor on 7 patents (4 utility, 3 design); actively contributed to IP strategy by integrating patent considerations into concept development.
  - Conducted customer insight research using Netnography and big data analytics; compiled findings into actionable reports that influenced product features and positioning.
  - Strengths: concept development, visualization, user research, cross-functional collaboration, patent awareness, and product storytelling.

## EDUCATION

- **2023-2025 Aalto University** *MA, International Design Business Management*
- Developed physical and digital products in interdisciplinary teams, taking responsibility for research, concept development, prototyping, and stakeholder alignment.
  - Participated in cross-sector industry projects, applying business thinking and design methods to guide innovation from idea to implementation.
  - Thesis: Communication strategies used by industrial designers when presenting novel concepts to non-design managers
- **2016-2021 Shih Chien University** *BA, Industrial Design*
- Solid training for design processes include research, ideation, appearance design and prototyping
  - Research and teaching assistant, Design Psychology Lab, Chen-Hui Lu, Ph.D. Associate Professor

## HONORS

- 2024 iF Design Award, RoverPlay  
○ 2023 iF Design Award, Mobile Office  
○ Fellowship for Studying Abroad, Ministry of Education, Taiwan