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

Phone: +358 41 5767243 Email: chin-ying.chu@aalto.fi

Nationality: Taiwan

Address: 02150, Espoo, Finland

Portfolio LinkedIn

DESIGN TOOLS

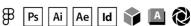
3D modeling: Creo, Alias 3D rendering: Keyshot

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