FANG YI CHU (Edith)

UX Designer

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https://fangchu.github.io/works/

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SKILLS

User Interviews
User Persona
Journey Mapping
User Flows
Wireframing
Prototyping
High-fidelity prototypes
Usability Testing
Information Architecture
Web Accessibility
Design System
Illustration
Front-End Coding

TOOLS

Figma
Adobe Suite

SUPERPOWERS

Curious Problem Solver
Visual Hierarchy Expert

ACHIEVEMENTS

NATIONAL COLLEGE STUDENT RESEARCH SCHOLARSHIP

I produced and designed an **Augmented reality(AR) eco-education project.** The project was later awarded the Scholarship from the Ministry of Education.

STRUGGLES - NOMINATED FOR BEST COVER DESIGN

This book has sold more than 2,000 copies in Taiwan. https://www.books.com.tw/products/0010734823

EDUCATION

Asia University Taiwan (2007 - 2011)

Bachelor of Arts degree in Department of Digital Media Design GPA 82.47
Animate and Web design.

LANGUAGES

Mandarin(native)
English(fluent)

11+YEARS' WORK-EXPERIENCES

JEDI.SOFT (sport Industry)

Sr.UX Designer, Taiwan.   2022/11 - PRESENT

- Create a new product **from 0 to 1**.
- Led end-to-end development of a new product, attracting and retaining target audience.
- Managed UI designers in creating mobile / Website for executives, keeping in high user satisfaction and engagement.
- UX improvements, converting the **analysed data** result and **user feedbacks** into concrete design improvements.

LEJU.Inc (Estate Industry)

Product Designer,Taiwan.   2020/08 - 2022/11

- Lead the brand in establishing user interface patterns for all products and employ user methods to write **design documents** and **research results**.
- Identified pain points through **user interviews**, **user stories, competitor analysis**, **usability persona , map journey** to solve problems.
- Worked with Stockholders to understand their needs.
- Collaborated with the development team and PM team to ensure that designs were delivered as per the brief set.

Freelancer (Medical Industry)

UI/UX Designer, Global remote and UK.   August 2018 - PRESENT

- Participated in three different healthcare UI/UX projects (**Intern Doctor Examination System,Health Check Observation System**, and **Dr.AI System**), engaging in remote meetings with stakeholders to comprehend client requirements.
- Conducted **user journey mapping** and **interviews** to understand real user scenarios and created **high-fidelity prototypes** for testing.
- Collaborate with UK local nonprofit companies to redesign websites.

Rakuya .Inc (Estate Industry)

UX Designer/Developer, Taiwan.   October 2014 - July 2018

- Explored research insights and **analytic data** to define critical user journeys.
- Presented **competitor analysis**, **usability research** and solutions to the executive team.
- Set standards for **wireframes** and **user flows**, created **prototypes** for **A/B testing.**
- Redesigned and implemented the sell/rent object website**(Search Function**, Redesign customer **Back-site platform**, **navigation system**.etc.) with the team, replacing the old website structure with a new one - improving user experience on devices and **increasing user visits from 30% to 70%.**
- Extensive experience building responsive websites utilising HTML, CSS, JAVASCRIPT.

Grazingcat Design Studio

Front-end Designer, Taiwan.   October 2013 - July 2014

- Designed startups' web and mobile apps, including strategies, **interaction design** and **visual design**. This received high ratings on customer satisfaction surveys.
- Implemented different projects with the team. I **worked on more than 25 website projects** involving coding(Joomla(CMS), HTML/CSS) and Visual Design for websites.
- Responsible for the company's **web design teaching Leader** (including RWD Design/HTML/CSS), assisting in guiding interns and helping various web projects.

ECI.SOFT

Web Designer, Taiwan.   October 2011 - September 2013

- October 2011 - September 2013