

# CHU, FANG-YI

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

I am a UI/UX designer with six years industry experience. My focus is on high quality creativite website and visual design with coding.  
I am skilled to solve any design problems with user-centred design techniques.

## Achievement

### • #Struggles - Nominated for best cover design in Taiwan

This book has sold more than 2,000 copies in Taiwan.

<https://www.books.com.tw/products/0010734823>

### • "The Life of Homeless Dog" - Project published by a Wuo-Wuo Magazine.

Wo Bao Bao is the only magazine in Taiwan that combines design to illustrate issues with animals and raise awareness about endangered species. I cooperated with Wuo-Wuo as a commissioned illustrator and created visuals for the magazine. The magazine is now popular and well-known in Taiwan.

### • National College Student Research Scholarship from Ministry of Science and Technology in Taiwan.

I produced and designed an Augmented reality eco-education project. It was experimented at Yong Long Primary School and it received good feedback from the students. The project was later awarded the Scholarship from the Ministry of Education.

## Skills

**Tools** - Sketch, Zeplin, Adobe Creative Suite, Invision, Storyboard, Balsamiq, Paper and Slack.

**Programing** - Html, Css/Sass, Pug/Jade, Jquery, Javascript, Bootstrap, Npm, Gulp, Git and Github.

## Work Experience

### Freelencer

#### Web Designer, London August 2019 - Present

- Responsible for visual on the official website and planning the design guideline independently.
- Scoping and production of initial plan from brief.
- Designing engaging and responsive landing pages.
- Icon design.

### Rakuya .Inc (Rental Websites)

#### UI/UX Designer October 2014 - July 2018



- Set standards for wireframes and user fows, created prototypes for user testing.
- Presented competitor analysis, usability research and design solutions to executive team.
- Redesign and implement the sell/rent objects websites with the team, replacing the old website structure with a new one. This improved user experience on devices and upgraded users' visit rate from 20% to 70%.
- Responsible for UI design of web & mobile apps for website and networking system.
- Extensive experience building responsive websites utilising HTML, CSS, JAVASCRIPT.
- Communicate and collaborate with the development team and marketing team to ensure that designs are delivered as per the brief set.

### Grazingcat Design Studio

#### Web Designer October 2013 - July 2014



- Design the UI, and interaction flow of new web and mobile applications.
- Designed startups' web and mobile apps including strategies, interaction design and visual design. This received high ratings on customer satisfaction survey.
- Responsible for planning and developing e-newsletters and operating facebook media while bringing the most popular articles to the newsletter.
- Implement different projects with the team. I took part in at least 20 website projects, my roles in Coding ( Joomla, HTML/CSS) and Visual Design for websites.
- Knowledge of layouts, graphic fundamentals, typography, print.

ECI.SOFT

### **Web Designer   October 2011 - September 2013**

- Collected and organized the requirements from customers for supporting decision.
- Built UI flow and wireframe and prototypes.

## **Education**

### **Asia University   Taiwan (2006 - 2011)**

Bachelor of Arts degree in Department of Digital Media Design   GPA 82.47

Subjects |   Animate and Web design.

## **Languages**

- Mandarin (native)
- English (intermediate)