

# Fang-Yi, Chu

UX Designer

Yilan, Taiwan

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

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

## Work Experience

Freelancer

Designer, London and Taiwan August 2018 - Present

- Design (concepts, ideas, brainstorm, project planning, visual layout, responsive design) for website projects, Access Keys, XHTML / CSS / JAVASCRIPT.
- Plan brand of the local government art and literature industry, responsible for visual design, posters and card production.

Rakuya .Inc (Rental Websites)

UX Designer / Developer, Taiwan October 2014 - July 2018

- Explored research insights and data to define critical user journey.
- Set standards for wireframes and user flows, created prototypes for user testing(A/B test).
- Presented competitor analysis, usability research and design solutions to executive team.
- Redesigned and implement the sell/rent objects websites 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%.
- Responsible for UI design of web and mobile apps for website and networking systems.
- Extensive experience building responsive websites utilising HTML, CSS, JAVASCRIPT.
- Communicated and collaborated with the development team and marketing team to ensure that designs are delivered as per the brief set.

Grazingcat Design Studio

Web Designer, Taiwan October 2013 - July 2014

- Designed 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 surveys.
- Responsible for planning and developing e-newsletters and operating facebook media while bringing the most popular articles to the newsletter.
- Implemented different projects with the team. I worked in more than 20 website projects, involving coding(Joomla, HTML/CSS) and Visual Design for websites.
- Optimised SEO of the website which led to increased marketplace lead generation and increased conversion rates.

ECI.SOFT

Web Designer, Taiwan October 2011 - September 2013

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

## SKILLS

### • Expert -

Adobe Creative Suite, Sketch, Zeplin, HTML/CSS, SASS, Bootstrap, Balsamiq, and Visual Studio.

### • Intermediate -

Pug/Jade, Javascript, Npm, Git and Github, POSTCSS.

### • Learning -

Invision, Gulp.

## Achievements

- **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.

- **#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.

## 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)