

# FANG YI CHU(Edith)

## UX Designer

### Taiwan

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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

Major: Animate and Web design.

## LANGUAGES

Mandarin(native)

English(fluent)

## 11+ YEARS' WORK-EXPERIENCES

### JEDI.SOFT (sport Industry)

UX Designer, Taiwan.

2022/11 - PRESENT

Since the product launch, new registrations have grown to **over 300 paying users** in the past 6 months. We also helped set up the backend for **organizing 400 matches**, involving 35 basketball teams.

- Led end-to-end design, driving UX planning by conducting **research, wireframing, prototyping**, and **usability testing**.
- Collaborated closely **with senior/C-level management**, balancing user needs with business objectives.
- Led UI designers to establish the company's style direction and design system together.
- Implemented UX improvements by translating **analysed data** results and **user feedback** into concrete design enhancements.

### LEJU.Inc (Estate Industry)

Product Designer, Taiwan.

2020/08 - 2022/11

- Established user interface patterns for all products and employed user methods to write design documents and **research results**.
- **Guided 2Designers** in developing company design guidelines, **teaching UX tools**, and fostering skill enhancement
- Converted unpaid members to renewing members, **increasing from 5% to 48%** in the old project version.
- Identified pain points through **user interviews, user stories, competitor analysis, usability persona, map journey** to solve problems.
- Collaborated **closely with stakeholders and developers**, understanding collaboration differences and aligning with business objectives.

### Freelancer (Medical Industry)

UI/UX Designer, Global remote and UK.

2018/08 - 2020/07

- 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)

Product Designer/Developer, Taiwan.

2014/10- 2018/07

- 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.

2013/10 - 2014/07

- Led design of startups' web and mobile apps, focusing on strategies, interaction design, and visual design, resulting in high customer satisfaction ratings.
- Implemented **over 25 website projects with coding** (Joomla CMS, HTML/CSS) and visual design.
- Led web design teaching for the company, **guiding interns and assisting with various web projects**.

### ECI.SOFT

Web Designer, Taiwan.

2011/10 - 2013/09

- Web/Visual Designer