

YU-HSIN (JOYCE) CHOU

3+ years of experience in product design and research

WORK EXPERIENCE

UX/UI Designer

YITI TECH Co., Ltd.

Jul 2022 - Aug 2024 Taipei, Taiwan

- Optimized a **B2B SaaS platform** for the haircare industry, improving usability and workflow efficiency through data insights, competitive analysis, and user research
- Designed and launched a **B2B2C appointment system** (web & mobile) that streamlined the booking experience for both salons and customers
- Collaborated closely with PMs, engineers, and stakeholders to ensure design consistency, technical feasibility, and strategic alignment
- Created **design systems** and **operational guidelines**, reducing customer support inquiries by 30%.

HCI Research Assistant

Everyday Creativity Lab (HCI Lab) at NYCU

Sep 2023 - Aug 2024 Hsinchu, Taiwan

- Conducted **user research & qualitative analysis** on **smart home IoT**, interviewing 20+ parent-child households to explore energy-saving behaviors
- Translated research findings into **interaction design insights**, informing the innovative design of AI-integrated home automation systems
- Synthesized research into an academic paper (in publication), demonstrating a strong ability to **bridge UX research and product innovation**

Product / UX Designer

Glingling - sustainability-focused startup

Jun 2023 - Nov 2023 Hsinchu, Taiwan

- Designed a **marketplace for upcycling** by integrating UX research, business strategy, and digital platform design
- Led user research via interviews & surveys, identifying key pain points & behavioral patterns in how users manage idle household items
- Developed **conceptual UX flows** and **interactive prototypes** to validate product-market fit and refine platform engagement strategies

Graphic Design Intern

ARETE Digital Social Marketing Co., Ltd.

Jul 2021 - Sep 2021 Taipei, Taiwan

- Performed **basic audience research and A/B testing** to evaluate design effectiveness and refine content based on user feedback
- Assisted the design team in **developing brand identity and user-focused marketing materials**, improving engagement across digital platforms
- Produced 20+ engaging social media posts and short-form videos, applying audience insights to optimize content strategy

📞 (425) 652-8545

✉ joycechou234@gmail.com

EDUCATION

M.S in Technology Innovation (HCI)

University of Washington

2024 - Present Bellevue, WA

Major in Arts and Design

National Tsing Hua University

2019 - 2023 Hsinchu, Taiwan

Minor in Communication and Technology

National Yang Ming Chiao Tung University (NYCU)

2020 - 2024 Hsinchu, Taiwan

SKILLS

- UX/UI Design
- User Research & Usability Testing
- User Flow & Journey Mapping
- Wireframe & Rapid Prototyping
- System Architecture
- Hardware-Software Integration
- Digital Fabrication

TOOLS

UX, UI, Visual Design

Figma, Adobe Creative Suite

CAD, 3D Design

Rhino3D, Fusion 360

Interaction, Programming

Python, C++, React, HTML, CSS, Javascript

Hardware & System Integration

KiCad, Arduino, ESP32

AWARDS

- LINE FRESH 2022 Campus Competition 1st place
- MEICHU Hackathon 2022 2nd place
- Young Pin Design Award 2023 - Product Design Category Finalist
- Hotai Group Corporate Social Responsibility (CSR) Initiative