CHIA-YU CHEN
HCI Researcher & UI Prototyper

http://chiayu.me
starwithu@gmail.com
0922 262237

EDUCATION

M.S. in Digital Content and Technologies
National Chengchi University (NCCU)

Sep. 2015 - Present. Expected Graduate in Oct. 2017
Relevant Coursework: **human-computer interaction with touch-based interfaces**, **theory and methodology of design**, data analysis for social media.

B.B.A. in Business Administration
B.S. in Digital Content and Technologies
National Chengchi University (NCCU)

Sep. 2011 - Jun. 2015
Relevant Coursework: **interactive product and system design**, **consumer behavior**, **information visualization and narrative**, **design thinking**, web programming, computer programming, windows programming, marketing management, **statistics**.

WORK EXPERIENCE

Research Assistant
Innovative User Interface Lab, NCCU

Jul. 2015 - Present
Prototype a haptic wristband that can guide the motion of tai-chi learner to enhance training effect
Design experiments, conduct system evaluation and analyze the quantitative and qualitative results.

R&D Intern
Microsoft Taiwan - Consulting Service

Jul. - Dec. 2014
Develop a back-end website for IT department, using C# ASP.NET MVC.
Write automated testing scripts for pressure testing.

Store Clerk
Cheap Gogo Groceries

Nov. 2015 - Jun. 2016
Plan and execute seasonal campaign, and re-shelve and re-label the products according to customer personality and behavior, which drives monthly sales growth of 50% for 3 months straight.

PROJECTS

2015 & 2016 Committee
OpenHCI, *the biggest HCI workshop in Taiwan*
Design the lecture to facilitate design thinking and prototyping process.
Teach arduino and lead the field observation of 120 participants.
Strengthen digital marketing strategy and increase the enrollment by 150%.

UX Researcher & Prototyper
PinchFun, *fine motor training game for children*
Participate in user research, consolidate research findings and identify design opportunities.
Create hi-fidelity interactive prototypes and test with children, parents and therapists across two special schools.

Site Planner & Front-end Developer
Farmily, *agriculture product EC platform*
Plan and design the website UI flow.
Develop a website prototype with HTML, CSS and Javascript.

AWARDS

1st Place, Games for a Purpose, CHI'16
1st Place, Awesome Life Competition
2nd Place, 2014 TKU Hackathon
People's Choice, Hackathon Taiwan 4th

PUBLICATION

Motion Guidance Sleeve: Guiding the Forearm Rotation through External Artificial Muscles
CHI'16 Short Paper

PinchFun: A Fine Motor Training Game for Preschool Children with Developmental Delay
CHI'16 Extended Abstract

陳佳妤 (CHIA-YU CHEN)
HCI Researcher & UI Prototyper

http://chiayu.me
starwithu@gmail.com
0922 262237

學歷

數位內容碩士學位學程
國立政治大學
2015.09 迄今
相關課程：**觸控介面設計、設計理論與方法、社群媒體資料分析**

企業管理學系
數位內容與科技學士學位學程
國立政治大學
2011.09 - 2015.06
相關課程：**資訊互動與設計基礎、消費者行為、資訊視覺化與敘事、設計思維**、Web程式設計、基礎程式設計、計算機程式設計、視窗程式設計、行銷管理、統計學
學程：數位互動創作實驗室、英文商管學程

工作經歷

研究助理
政大創新使用者介面實驗室 (IUI Lab)
2015.07 迄今
製作觸覺回饋護腕裝置原型，讓學習太極的人藉由觸覺回饋裝置引導，做出正確太極動作、提升學習效果。
設計實驗、執行系統評估實驗，並以量化和質化方法分析研究結果、驗證系統成效。

研發實習生
台灣微軟 - Consulting Service
2014.07 - 12
開發網站 IT 後台 (ASP.NET MVC 架構)。
編寫 Web 自動化腳本，測試網站功能、並執行壓力測試確保 12 萬人次流量運作順暢。
編寫功能文件、測試報告、使用者手冊。

店員
Cheap Gogo 即期良品雜貨店
2015.11 - 2016.06
主動規劃並執行節日促銷活動，並依據消費者行為跟特質觀察的結果，重新規劃店內貨架、擺設和商品貼標，落實改革後連續三個月月營收皆1.5倍指數成長。

專案經驗

2015 技術組、2016 媒體組
OpenHCI，台灣規模最大的人機互動工作坊
規劃原型設計課程和訓練TA設計思考流程，確保學員討論與實作過程順利進行。
設計課程教材、對120名學員教授電子電路和Arduino實作課，並帶領場域觀察。
強化數位行銷策略、重新目標廣告族群，使工作坊報名人數成長1.5倍。

UX Researcher & Prototyper
PinchFun，遲緩兒童精細動作訓練遊戲
參與使用者研究、彙整研究結果，並從其中萃取出有價值、可以發揮的設計機會點繼續迭代實作。
實作高擬真的遊戲互動原型，並前往兩間特殊學校對遲緩的小朋友、家長和治療師進行使用者測試。

網站企劃、前端工程師
Farmily，農產品電商平台
規劃網站企劃與設計UI流程。
使用HTML、CSS、JavaScript開發網站原型。

獲獎紀錄

1st Place, Games for a Purpose, CHI 2016
第一名，Awesome Life 創意應用大賽
第二名，2014 TKU Hackathon 淡江黑客松
人氣獎，Hackathon Taiwan 4th 黑客松台灣

論文發表

Motion Guidance Sleeve: Guiding the Forearm Rotation through External Artificial Muscles
CHI'16 Short Paper

PinchFun: A Fine Motor Training Game for Preschool Children with Developmental Delay
CHI'16 Extended Abstract