

LI-TIEN OU

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Strong background in User-Centered Design process, interaction design, and information architecture.
Strive to create intuitive and beautiful user experiences from concept to implementation.

WORK EXPERIENCE

LearnTogether UX Designer, Seattle, WA

10/2014 - 07/2015

- Took ownership of LearnTogether, a learning platform design for corporate professional training and successfully shipped the v1 product to the major client - Costco.
- Gathered requirements from clients and conducted focus group to discover user needs.
- Helped define MVP and product features; built interactive Axure prototypes for demonstration.
- Designed adaptive layouts to maintain a consistent user experience across the product.
- Delivered high quality design docs: sitemap, user flow, wireframes, mockups, specifications.
- Took charge of front-end development using tools including HTML, CSS, Less, Bootstrap.

UW

01/2015 - 06/2015

UX Designer, Seattle, WA

- Designed an iOS mobile app using a self-directed way to help take control of technology use.
- Led the UCD process, delivered personas, UI flow, prototype, and took charge of the visual design.

Trend Micro

06/2014 - 09/2014

UI Design Intern, Taipei, Taiwan

- Supported in the design of "Move Client" feature for OfficeScan: analyzed 4 case scenarios, strategized user flows and interactions, and delivered hi-fi Axure prototype.
- Took ownership of the internal UX guideline redesign to solve the inconsistency problem and increase the findability; got the proposal widely accepted across the UX team.

IBM

07/2013 - 08/2013

GBS Consultant Intern, Taipei, Taiwan

- Implemented data warehouse and ETL process to support selling and management services.
- Wrote requirements specification and designed interfaces based on interview findings.

SYSTEX

08/2011 - 05/2012

Product & Marketing Specialist, Taipei, Taiwan

- Promote Guli - an stock calendar app: top free iOS App NO.8 in Taiwan's iTunes store after hit the market 2 weeks; total download at least 30,000 times.
- Assisted to manage an stock monitoring app - iWow: conducted competitor analysis and developed product functional specification for user-facing features that impact 100K+ users.

EDUCATION

M.S.

06/2015

University of Washington, Seattle, WA

Information Management, GPA: 3.74

- Selected Coursework: User Centered Design, Visual Communication, Data Visualization

B.B.A

06/2011

National Sun Yat-Sen University (NSYSU), Kaohsiung, Taiwan

Management of Information Systems, GPA: 3.85

AWARDS

Yoga Panda

01/2015

2nd Place for Startup Weekend Euroseattle, Seattle, WA

- Designed an iOS mobile app that makes people easy to access yoga classes at various yoga studios in the Greater Seattle area. Book classes directly from phone and pay as you go.

PROJECTS

Carmax

03/2013 - 06/2013

UX Designer

- Designed a mobile app for CarMax.com with the goal of increasing customer walk-in rate.
- Took ownership of UX strategy, information architecture, user flow, and interactive prototype.

Babysteps

03/2013 - 06/2013

Prototype Engineer

- NSF-funded research focusing on designing technology to help detect, record, and track developmental milestone for children; defined IA and prototyped the Twitter app with python.

SKILLS

Design

Sketching
Wireframing
Visual Mockups
Illustrations
Icon Design
Prototyping
Responsive Web

Research

Contextual Inquiry
Concept Mapping
Affinity Diagram
Personas / Scenarios
Heuristic Evaluation
Usability Testing

Architecture

Sitemap
Flow Analysis
Taxonomy
XML

Visualization

R & D3.js

Tools

Photoshop
Illustrator
InDesign
Axure
Omnigraffle
Sketch 3
MS Visio
HTML / CSS
JavaScript
Framer.js
MS Project
Github
Less

CERTIFICATE

PMP