

LI-TIEN OU

oulitien.com

litien@uw.edu

206.434.1486

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

3 year hands-on experience in web design & front-end development.

2 year experience in User Centered Design.

1 year working experience in product management & marketing.

PMP (project management professional) certificate.

WORK EXPERIENCE

UW

10/2014 - Present

UX Designer, Seattle, WA

- 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.

Trend Micro

06/2014 - 09/2014

UI Design Intern, Taipei, Taiwan

- Supported in the design of "Move Client" feature for an 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 iTune store after hit the market 2 weeks; total download at least 30,000 times.

EDUCATION

M.S.

06/2015

University of Washington, Seattle, WA

M.S. in Information Management (MSIM), GPA: 3.74

- Coursework: User Centered Design, Interactive Design, Visual Communication
Data Visualization, Project Management, Systems Analysis

B.B.A

06/2011

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

B.B.A. in Information Management (IM), GPA: 3.85

AWARDS

Yoga Panda

01/2015

UI/UX Designer - iOS App Design

2nd Place for Startup Weekend Euroseattle

PROJECTS

Transcend

01/2015 - 06/2015

UI/UX Designer - iOS App Design

UW Capstone Project sponsored by Prof. Katie Davis

- A self-directed way to help take control of technology use and become app-enablement.
- Led the UCD process, delivered personas, UI flow, prototype, and took charge of the visual design.

Babysteps

03/2013 - 06/2013

Prototype Engineer - Twitter App Prototyping

UW Dub Research Group with Prof. Julie Kientz

- 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
Interactive Prototyping
Responsive Web

Research

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

Architecture

Sitemap
Flow Analysis
Taxonomy
XML

Programming

HTML / CSS
JavaScript / jQuery
Framer.js

Visualization

R & D3

Tool

Photoshop
Illustrator
InDesign
Axure
Omnigraffle
Sketch 3
MS Visio

CERTIFICATE

PMP