# LI-TIEN OU

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## WORK EXPERIENCE

### Interaction Designer | HealthLoop
Nov. 2015 - Present   Mountain View, CA

- Drive end-to-end product design on the HealthLoop application for practices and patients.
- Wireframe product workflow and craft high fidelity visuals to articulate design ideas and assist with cross-team collaboration.
- Perform usability testing to validate design concepts and improve existing products iteratively.
- Conduct user research to identify needs and synthesize findings into UX opportunities.
- Help to implement GV's Design Sprint as a framework for problem-solving.

### UX Designer | LearnTogether
Oct. 2014 - Jul. 2015   Seattle, WA

- Built a Learning and Networking Management System from the ground up and successfully shipped the v1 product to the major client - Costco.
- Gathered requirements from clients and conducted focus groups to discover user needs.
- Defined MVP and features with the product owner; built Axure prototypes for demonstration.
- Delivered high quality design docs: sitemap, user flow, wireframes, mockups, specifications.
- Took charge of the front-end design using tools including HTML, CSS, Less, and Bootstrap.

### UX Design Intern | Trend Micro
Jun. 2014 - Sep. 2014   Taipei, Taiwan

- Supported in the design of the "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 problems and increase the findability; got the proposal widely accepted across the UX team.

### GBS Consultant Intern | IBM
Jul. 2013 - Aug. 2013   Taipei, Taiwan

- Implemented data warehouse and ETL process to support selling and management services.
- Delivered requirement specifications and designed interfaces based on interview findings.

### Associate Product Manager | SYSTEX
Aug. 2011 - May. 2012   Taipei, Taiwan

- Assisted in managing a stock monitoring app - iWow: conducted competitor analysis and developed product functional specifications that impact 100K+ users.
- Successfully promoted and managed marketing campaigns for a stock calendar app - Guli, which was the NO.8 top free iOS App in Taiwan's iTune store after hitting the market 2 weeks.

## AWARD

### 2nd Place, 2015 Startup Weekend Euroseattle
- Designed an iOS app that makes it easy for people to access yoga classes at various studios.

## EDUCATION

### University of Washington | Jun. 2015
M.S. Information Management (HCI focus), GPA: 3.74

### National Sun Yat-Sen University | Jun. 2011
B.B.A. Management of Information Systems, GPA: 3.85

## SKILLS

Design
Wireframing
Interaction Design
Visual Mockups
Data Visualization

Prototyping
HTML / CSS
Framer.js
Axure

UX Methods
Concept Mapping
Affinity Diagram
Personas
Storyboarding
Flow Analysis
Contextual Inquiry
Usability Testing

Architecture
Sitemap
Taxonomy
XML

Tools
Sketch 3
Adobe Creative Suite
Github
Less

## CERTIFICATE

PMP
Scrum Master