

# Sandy Chiu

Product Designer | Experience Design & Visual Design

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London

## PROFILE

I have 3 years of experience as a hybrid designer and developer working with enterprise clients in various industries including finance, insurance and retail. I am skilled at user flows, wireframing, and prototyping. My never-ending energy of curiosity, and background in philosophy, digital media design, has led me to a career that I enjoy and thrive in. I get excited about designing for emerging technologies such as AI and Blockchain, and I am passionate about the interaction between people and technology. In my next role, I want to contribute my skills to create products or services that make an impact.

## EXPERIENCE

### DESIGNER & DEVELOPER

NOV 2016 - PRESENT

Ensemble Systems - London, UK

A software consulting company delivering end-to-end services.

- Evangelised UX by educating executives and cross functional team members, through workshops, presentations and informal conversations.
- Communicated with clients and stakeholders the value of User Research, led to investment of time and effort in UX process.
- Led UX projects and work with the team in design process to brainstorm, and produced user flows, wireframes and high fidelity prototypes to handover to development team. For clients and partners including Adobe, Puma, and Hitachi solutions.
- Generated accessibility gap analysis to address issues early in the project for Camelot's Illinois and Irish premium lottery websites.
- Collaborated with internal teams and client globally either remote or in person, including North America and Europe for various projects.
- Assisted pre-sales marketing presentation, and document in response to RFP request for proposal. Worked with sales team to understand our business model, and motivations of our potential clients.
- Supported front-end development and testing effort for HSBC's form digitalisation.

## SKILLS

User Flows, Wireframing, Prototyping, Human-Computer Interaction, Interaction Design, Design Systems, Typography, Iconography, Colour Theory, Accessibility, HTML, CSS, JavaScript, Agile, Lean.

## TOOLS

Sketch, Invision, Zeplin, Axure, Balsamiq, Adobe Creative Cloud (XD, Photoshop, InDesign, Illustrator, After Effects).

## EDUCATION

MA, Digital Media Design, Birkbeck, London, UK (2018 - Present, expected in 2020)

Postgraduate Certificate, Web Design and Development, Birkbeck, London, UK (2015 - 2016)

BA, Philosophy, Fugen, Taipei, Taiwan (2003 - 2007)

## CABIN CREW

NOV 2013 - NOV 2016

### British Airways - London, UK

Flag carrier premium airline renowned for high security and emergency standards.

- I am highly resilient and independent that works well in stressful and challenging environment with constantly changing teams and customers.
- From dealing with customer complaints to emergencies, I am able to think on my feet and resolve problems either on my own or with a team.
- Proven to have the strength of treating everyone as an individual and with respect, whether it's with a customer or a colleague.
- Studied part-time in web design and development in the meantime, and was introduced to our UX design department within BA.

## OPERATIONS EXECUTIVE

NOV 2012 - NOV 2013

### Mintel - London, UK

An award-winning provider of market research with offices around the world.

- Translated digital and physical marketing content from Chinese to English, including websites, leaflets and product packaging.
- Offered insight for our client in the UK and Europe to understand prestige market in China, by communicating and translating different desire in users from a marketing perspective.
- Researched international luxury beauty brands focusing on their activities in China, to help providing our clients with market insight from accurate entry of data.

## SALES EXECUTIVE

NOV 2011 - NOV 2012

### Avexir Technologies - Hsinchu, Taiwan

Global leading brand supplier for computer memory and storage products.

- Contributed as an entrepreneur to help a new startup establish business to business and business to customer sales, and convert leads into long-term partners internationally.
- Took initiative to create cost and price analysis as a part of the strategy plan to lead the launch of our products in North America via e-commerce platform newegg.com.
- Conducted marketing research through competitor analysis and user interviews with existing and potential users.
- Collaborated with web designer to ensure our website meet the brand voice and target the market audience.