

# Shih-Yu Chu    Product Designer / UX Researcher

**Portfolio:** [chuushiyu.cc](http://chuushiyu.cc)  
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## Education

### University of Michigan

Master of Science in Information,  
UX Design & Research / HCI  
2021 | Ann Arbor, MI

### National Taiwan University

Bachelor of Science, Geology  
2015 | Taipei, Taiwan

## Experience

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|-----------------------|--|
| May. 2020 - Present   | <b>Assistant Product Designer</b><br>@ Fulcrum   Ann Arbor, MI <ul style="list-style-type: none"><li>Increased client's satisfaction by revamping the authentication and authorization process of their online book collection product.</li><li>Benchmarked the SUS (System Usability Scale) for an eReader and improved its usability and accessibility.</li></ul>  |
| May. 2020 - Aug. 2020 | <b>UX Design &amp; Research Intern</b><br>@ Zell Lab for Technologies   Ann Arbor, MI <ul style="list-style-type: none"><li>Designed and launched a web-based mobile app called "Chime", a self-serving ordering system that improves customers dining experience in restaurants and helps restaurants upsell products</li><li>Designed and launched the Back of House system for restaurant owners and servers to manage orders and menus</li><li>Discovered and solved potential issues for adopting Chime semi-structured interviews and usability test</li><li>Established the design system for consistency and scalability</li></ul> |
| Aug. 2017 - May. 2019 | <b>Product Designer</b><br>@ Codementor (Arc.dev)   Taipei, Taiwan <ul style="list-style-type: none"><li>Led the user experience design, user interface design, and visual design of CodementorX, a world-class freelance platform for software engineering</li><li>Doubled CodementorX's user base and revenue in 1 year by redesigning its dashboard, optimizing hiring process and experience for both client and freelancer, and rebranding</li><li>Established a cross-products design system and guideline</li></ul>   |
| Oct. 2016 - Mar. 2017 | <b>User Interface Design Intern</b><br>@ Yoctol.ai   Taipei, Taiwan <ul style="list-style-type: none"><li>Laid down the foundation for the UI of a web app that visualizes the public sentiment on an iconic local social media in Taiwan</li></ul>  |
| Jun. 2015 - Nov. 2016 | <b>Graphic Designer</b><br>@ Shiyu Chu Design   Taipei, Taiwan <ul style="list-style-type: none"><li>Designed and published the Taipei tour map that helped over 4,000 foreign tourists traveling in Taipei</li><li>Enhanced information accessibility for Taipei Da-an Park by redesigning its wayfinding and branding system</li></ul>   |

## Skills

### Design Methodologies

- Interaction design
- Visual design
- Rapid prototyping
- Wireframing
- Contextual inquiry
- Usability testing
- Survey design
- Heuristic evaluation
- Competitor analysis
- Diary study

### Design Tools

- Sketch
- Invision
- Zeplin
- Figma
- Principle
- Adobe XD
- Illustrator
- Photoshop
- After Effects
- Qualtrics

### Software Development

- React Native
- jQuery
- JavaScript
- HTML5
- CSS3
- A-Frame (AR/VR/XR)
- Unity (AR/VR/XR)
- C# (AR/VR/XR)

### Data Analysis

- Python
- Pandas
- Seaborn
- Matplotlib
- Numpy
- Scipy
- Scikit-learn
- SQL