

Shih-Yu Chu Product Designer

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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

May. 2020 - Present	Assistant Product Designer @ Michigan Publishing – Fulcrum Ann Arbor, MI <ul style="list-style-type: none">Revamped the authentication and authorization process of Fulcrum, an open source publishing platformBenchmarked and improved the usability for Fulcrum's eReader
May. 2020 - Aug. 2020	UX Design & Research Intern @ Zell Lab for Technologies Ann Arbor, MI <ul style="list-style-type: none">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 productsDesigned and launched the Back of House system for restaurant owners and servers to manage orders and menusDiscovered and solved potential issues for adopting Chime semi-structured interviews and usability testEstablished the design system for consistency and scalability
Aug. 2017 - May. 2019	Product Designer @ Codementor (Arc.dev) Taipei, Taiwan <ul style="list-style-type: none">Led the user experience design, user interface design, and visual design of CodementorX, a world-class freelance platform for software engineeringDoubled CodementorX's user base and revenue in 1 year by redesigning its dashboard, optimizing hiring process and experience for both client and freelancer, and rebrandingEstablished a cross-products design system and guideline
Oct. 2016 - Mar. 2017	User Interface Design Intern @ Yoctol.ai Taipei, Taiwan <ul style="list-style-type: none">Laid down the foundation for the UI of a web app that visualizes the public sentiment on an iconic local social media in Taiwan
Jun. 2015 - Nov. 2016	Graphic Designer @ Shiyu Chuu Design Taipei, Taiwan <ul style="list-style-type: none">Designed and published the Taipei tour map that helped over 4,000 foreign tourists traveling in TaipeiEnhanced information accessibility for Taipei Da-an Park by redesigning its wayfinding and branding system

Skills

Design Methodologies

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

Design Tools

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

Software Development

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

Data Analysis

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