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

Assistant Product Designer
May. 2020 - Apr. 2021

@ Michigan Publishing – Fulcrum | Ann Arbor, MI

- Revamped the authentication and authorization process of Fulcrum, an open source publishing platform
- Benchmarked and improved the usability for Fulcrum's eReader

UX Design & Research Intern
May. 2020 - Aug. 2020

@ Zell Lab for Technologies | Ann Arbor, MI

- 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
- Designed and launched the Back of House system for restaurant owners and servers to manage orders and menus
- Discovered and solved potential issues for adopting Chime semi-structured interviews and usability test
- Established the design system for consistency and scalability

Product Designer
Aug. 2017 - May. 2019

@ Codementor (Arc.dev) | Taipei, Taiwan

- Led the user experience design, user interface design, and visual design of CodementorX, a world-class freelance platform for software engineering
- 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
- Established a cross-products design system and guideline

User Interface Design Intern
Oct. 2016 - Mar. 2017

@ Yoctol.ai | Taipei, Taiwan

- Laid down the foundation for the UI of a web app that visualizes the public sentiment on an iconic local social media in Taiwan

Graphic Designer
Jun. 2015 - Nov. 2016

@ Shiyu Chuu Design | Taipei, Taiwan

- Designed and published the Taipei tour map that helped over 4,000 foreign tourists traveling in Taipei
- Enhanced 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

Sofrware 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