# Lo, Ying-Chen

I am a passionate designer advocating accessibility and inclusion.
A good team player due to my easygoing and outgoing personality.
Love sharing knowledge, discussing ideas, and problem-solving.

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## EXPERIENCE

### Designer-PM at Sandwishes Studio

Sep 2018 - DEC 2022

I have been invited to join this startup company as employee #1.

- Designed and launched the official website (responsive design).
- Contributed to the official app design from concept to prototype (iOS).
- Cooperated with visual designer to build AR project with SparkAR, attracting 7000+ visitors.
- Created, organized, and managed the inclusive and accessible exhibition with 20,000+ visitors.
- Optimized the project management process to decreased administrative hours, resulting in revenue growth above 15% year-over-year.

### Research Assistant at NTUT

Nov 2014 - Aug 2018

In my freelance period, I got an opportunity to join a multidisciplinary team to do the research.

- Managed 30+ multi-disciplinary researchers and leaded them working on the web-based smart TV system.
- Participated in design thinking workshop and user testing concerning communication for the interactive interface of Smart TV that incorporates audio-visual technology.

### Freelance UI/UX Designer - Web Developer

Mar 2014 - Sep 2018

- During 4 years working as a freelance designer, I collaborated with developers teams & managed a wide variety of cross-media project.
- Building 20+ web and mobile products for individuals, companies and national institution (WCAG Compliance), such as NMTH, NCFTA, and CKSMH.
- Designed and implemented 3 e-commerce websites and 1 e-commerce app. The website included comic e-books online store, women's fashion, and a crowdfunding platform. The app is a local groceries retailer (iOS & Android).

### Multidisciplinary Designer at DiabeticLink

Mar 2013- Mar 2014

- Collaborated with developer and project manager, and responsible for branding, advertisements, App UI design(Android), and official website design with Wordpress.

## EDUCATION

### UX Design Certificate
Google
2022, online

### MA, New Media Art          GA 89.07
Taipei National University of the Arts
2010 - 2014, Taipei, Taiwan
Research on the interactive installations with the olfactory sense.

### BS, Interactive Technology    GPA 3.94
Yuan Ze University
2005 - 2009, Taoyuan, Taiwan
Graduation project is 2D animation selected in ACM SIGGRAPH Space-Time Student Competition.

## SKILLS

### Design
Visual Design, Responsive Design, User Flows, Wireframing, Prototyping, User research, Usability Testing

### Desgin Tool Set
Figma, Adobe creative suite, Sketch, FigJam

### Web Language and Tool Set
HTML, CSS, JavaScript, jQuery, Bootstrap, Wordpress, Webflow, Hugo, Git, Jira

## AWARD

- A personalized learning system with smart interaction, IEEE ICCE-Taiwan, 2017
- A design framework for smart TV: case study of the TaipeiTech smart TV system, IEEE ICCE-Taiwan, 2016
- Trans-Chinese Film Academy Festival, Hong Kong, 2010
- ACM SIGGRAPH Space-Time Student Animation Competition New Orleans, U.S.A., 2009