

ChiaYu Chen

Product designer (UI + UX) with 2.5 years of experience and specialized in user research and mobile app design.

Optimistic, passionate, cheerful team player and problem solver

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icily.github.io

Experience

UI UX Designer / Cave Taiwan

Mar – May 2021, Taipei

- Led user research to identify design and business opportunities for social entertainment products. Executed end-to-end mobile app design from sketches, wireframing to hi-fi UI specifications.

Product Designer & Product Manager / Cubo Ai

Sep 2018 – Mar 2021, Taipei

- Executed end-to-end product design from research, business strategy, iterative design execution, copywriting to follow-up metrics and data to create a user-centric product that achieved Amazon's 4.6 stars rating.
- Planned and executed user research that led to the launch of 11+ app features and hardware products using hi-fi and low-fi prototypes. Conducted 50+ onsite and remote interviews, 80+ unmoderated user tests, and 10+ surveys. Synthesized and presented the findings company-wide.
- Compiled user research workflow to improve research efficiency and quality. Collaborated with community strategists and customer care team to dive into user insights from support tickets and forums.
- Led a cross-functional team of engineers and copywriters to globalize the mobile App for Europe and Japan. Established localization workflow.

Design Research Assistant / Dept. of HCDE, University of Washington

May 2018 – Jun 2019, Seattle, WA, US (Remote in Taiwan)

- Designed iteratively and prototyped an Android-based interactive plate w/ Processing and sensors aiming to probe kids' data literacy.
- Analyzed and synthesized field study data to surface parent-child joint media engagement themes.

UX Design & Research Intern / PEBBO Experience Design

Jun – Dec 2017, Taipei

- Assisted UX designers in planning and executing design and research, including guerilla interviews, structured interviews, usability testing, and creating lo-fi and hi-fi prototypes for testing. Facilitated co-creation workshops and presented research findings to clients to support evidence-based decisions.
- Collaborated with clients from various industries (music, manufacturing) on exploratory user/market research and UX/UI revamp projects.

Education

MS in Digital Contents - HCI

National Chengchi University

Sep 2015 – Aug 2018

BBA in Business Administration

BS in Digital Contents and Technologies

National Chengchi University

Sep 2011 – Jun 2015

Volunteering & Service

Journalist Volunteer, IxDA Taiwan, 2021

Volunteer, Friends of Figma Taiwan

Guest Speaker, UXCube, Mar 2021

Patent

Image Sleep Analysis Method and System Thereof

United States Patent, 2021

US20210350553A1

Skill

UI Design, Wireframe, Design system, Usability testing, Survey, User interview, Co-design, Contextual inquiry, Field study, Rapid prototyping (Software + Hardware)

Tool

Figma, Zeplin, Whimsical, Protopie, HTML5, CSS3, JavaScript, Webflow, Data Studio, UserTesting, Maze