HSIAO-HAN CHOU

4+ years UI/UX Designer

A designer with 7+ years of professional experience, now focusing on UI/UX design. I'm keen to integrate my experience in product development, improve the quality of digital products and accelerate the workflow. Seeing myself as a detail-oriented and user-centered design practitioner who can address users' pain points with feasible solutions. I'd like to keep accumulating design experience and establish my professional.

🌐 www.hsiaohanchou.com

in Hsiao-Han (Lisa) Chou

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EDUCATION

Edinburgh College of Art (ECA)
MFA, Major in Product Design
2015 - 2017

National Taiwan University of Science and Technology (NTUST)
BS, Major in Industrial Design
2010 - 2014

FEATURED SKILL

Design Knowledge
- Product Design
- Information Architecture
- User Flow
- Wireframing
- UI Mockup
- Interactive Prototype
- Design System
- Design Research
- User Journey

Software Tool
- Figma, Zeplin
- Adobe Creative Suite (XD, Photoshop, Illustrator, InDesign, After Effect, Premiere, Lightroom CC)
- Miro, Notion, Trello, Keynote
- Keyshot, Cinema 4D

LANGUAGE

- Mandarin (native)
- English (fluent)
- German (Goethe Zertifikat A2)

PROFESSIONAL EXPERIENCE

ASUSTek Computer Inc.
UI/UX Designer
JUL 2021 - Present · 1 yr 7 mos

- Redesigned the interface of MyASUS in UEFI, modified information architecture created a multilingual UI and redefined the design system for keyboard behaviour.
- Made design proposals for ASUS software products, including MyASUS, GlideX, ScreenXpert, ProArt Creative Tool, and ASUS Linux Remote Desktop Connection App.
- Worked closely with PM and R&D teams to evaluate the feasibility of concepts, propose viable design solutions and optimize the development process.
- Created user flows, wireframes, UI mockups and prototypes for software products.
- Built interactive prototypes to test an idea, validate a direction or articulate a vision.
- Conducted design research to improve the design quality and enhance the competitiveness of the product in terms of user experience.
- Established UI design library to ensure the coherence of UI elements and behaviours.

Self-employed
Freelance Designer
MAR 2021 - JUL 2021 · 3 mos

- Graphic design and data visualization for commercial advertising film.
- Clients include RTTA-film, ASUS (ASUS Zenfone 8 series Launch Event).

EMspec
Design Manager
MAR 2019 - MAR 2021 · 2 yrs 1 mos

- In charge of the overall visual design of mediums such as product design, photography, user interface, website, social media, branding and CIS design.
- Supported the company from the very beginning to build up the brand. Finished 3 fully functional products from concepts to massive production and got 2 design patents.
- Designed the best-selling product which contributes to 80% of sales revenue.
- Presented the products to distributors in International trade shows, including Maison et Objet Paris 2019 and Stockholm Furniture & Light Fair 2020.
- Developed sales channels in over 20 countries worldwide.

UI/UX Designer
JUL 2018 - MAR 2019 · 9 mos

- Designed an official website and an online shopping platform.
- Built an IoT mobile APP for EMspec products.

Industrial Designer
OCT 2017 - JUL 2018 · 10 mos

- Conducted marketing research and drove the products from concepts to mass production.
- Created sketches, 3D renderings and prototypes; examined CMF and manufacturing process.