

Yu-Chu Chen

Product design profession in both digital and physical forms

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Portfolio Link: yuchuchen.com

SKILLS

UX Design

Personas, Empathy Maps, Experience Maps, User Journey Maps, Storyboards, Interaction Design, Information Architecture, Wireframes, User Interface Design, Visual Design, Prototyping, Usability Testing

UX Research

Qualitative Research, User Research, Interviews, Surveys, Card Sorting, Affinity Diagrams

UX Strategy

Competitive Analysis, Experience Strategy, Business Model Design, Value Proposition Design, Service Design

Industrial / Product Design

3D Modeling, Rendering, Sketching, Sustainable Material Research

Front-end Web App Development

HTML, CSS, JavaScript (Basic)

Language

English (Fluent), Mandarin (Native)

EXPERIENCE

Designer/ Contextual Researcher

/ Harambee House + Savannah College of Art and Design, 2019 US

- Worked in a design team collaborated with Harambee House, a non-profit organization to help improve environmental justice on Hudson Hill, which is a near port community in Savannah, GA.
- Eventually created **Table Talk**, a toolkit for better communication among community members and stakeholders on several issues they've been facing for decades.
- Worked with seven other people in the innovative team, mainly contributed on visual design as well as synthesizing contextual complexity.

User Experience Designer/ Researcher Intern

/ Daimler (Mercedes Benz's Parent Company), 2018 Beijing

- Worked in Digital Innovation Hub of IT department on two digital service projects. One is an event management web-based application for Daimler in China. The other one is a women safety mobile app.
- Worked on competitor analysis, user interview, wireframe making, brand identity planning and app logo design. **Be in charge of and completed wireframe design of Mercedes Benz Event, the event management Web app for the whole Daimler in China.**

Industrial Designer

/ Hymer Motorhome + Savannah College of Art and Design, 2018 US

- Redesigned the Eriba Touring, a caravan under Hymer Motorhome targeting **FIRST TIME BUYER** in the Caravan market.
- Completed ideation sketches, 3D modeling and product rendering of one of the three final concepts, which has several exterior elements included in the 2019 new released caravan, Eriba Touring 820.

Full Stack Designer Intern

/ Greenvines Personal Care, 2015 Taipei

- Was in charge of visual design including EDM design, package design, image design for webpages, and other commercial graphic design.

EDUCATION

M.A. Industrial Design

Contextual Research, Product Sketching, 3D Modeling

/ Savannah College of Art and Design, 2019

M.A. Design for Sustainability

System Thinking, Design for Behavior Change, Sustainable Business Model Design, Social Innovation

/ Savannah College of Art and Design, 2019

B.A. Business Administration

Business Analysis Tools, Strategy Management, Marketing

/ National Chengchi University, 2016

B.S. Digital Contents and Technology

Computer Media Design, Web Design, Web Programing, Interaction Design

/ National Chengchi University, 2016

PROJECTS

Sunlit

<https://yuchuchen.com/project/045e1847/Sunlit>

- Sunlit by Dawn is a new product line created for the dish soap brand **Dawn**, to help them start on the path to becoming a sustainable company.
- Sunlit by Dawn's app **Bubble Friend** is designed to motivate customers to purchase this new brand and build up habit of refilling dish soap.

On & Off

<https://yuchuchen.com/project/044292bb/On---Off>

- On&Off is a Social Network that promotes face to face interactions among millennials.
- Users log on the platform to connect to the local community then log off to create deeper relationships when they meet face to face and play table top game together.

Pooro

<https://yuchuchen.com/project/0411b8e3/Pooro>

- Pooro is designed to tackle environmental problem out of dog waste being wrapped with plastic bags end up in landfill.
- Pooro is a profitable and sustainable service that could attract people to pick up after their pet and make them adopt industrial composting.

AWARDS

2018 IDA Design Awards: **Gold Winner**

<https://yuchuchen.com/project/042d8382/ProudaRain>

/ ProudaRain

2017 Cradle to Cradle Product Design Challenge: **Finalist**

<https://yuchuchen.com/project/04e74310/PurePod>

/ PurePod

2017 iF Design Talent Award: **Jury Session**

<https://yuchuchen.com/project/04e74310/PurePod>

/ PurePod