

# Shih-Yu Chu

## Product Designer

**Portfolio:** [chuushiyu.cc](http://chuushiyu.cc)  
**LinkedIn:** [linkedin.com/in/shiyuchuu/](https://www.linkedin.com/in/shiyuchuu/)  
**Email:** [sychuu@umich.edu](mailto:sychuu@umich.edu)  
**Phone:** (734) 262-2308

## Experience

- May. 2020 - Apr. 2021
- Assistant Product Designer**  
@ 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
- May. 2020 - Aug. 2020
- UX Design & Research Intern**  
@ 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
- Aug. 2017 - May. 2019
- Product Designer**  
@ 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
- Oct. 2016 - Mar. 2017
- User Interface Design Intern**  
@ 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
- Jun. 2015 - Sep. 2016
- Graphic Designer**  
@ 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

## 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

## 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

### Software 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