

SHIRLEY CHU

Product Designer

+44 7477461435
finn0103@gmail.com
NI:ST859178C

EXPERIENCE

OCT 2020 **Product (UX) Designer**

FEB 2020 Sharktower | Sharktower.com

Facilitating workshop and user research along side with Product Owners and Reseachers.

A user-centered design approach to problems and solutions by conducting user interview and usability testing. Continue testing and refining to provide user an intuitive journey.

Working along side with developers and data scientists in implementing inclusive design methology.

FEB 2020 **Product (UX) Designer**

DEC 2018 Mudano (Part of Accenture Applied Intelligence) | Mudano.com

Research new user interface paradigms, develop and implement the design system to support the Saas platform in performance and provide users with a frictionless user flow.

Creating functional prototype from low-fi to high-fi through user testing and iteration. Building portal and dashboard style guide to unify design process across the system.

End to end design process, collaborating with product owners and developers to make sure the deliverables can be implemented. Optimise the product through best practices in design principle.

NOV 2018 **Digital Designer**

NOV 2017 The Think Tank | thinktank.org.uk

Understand users' needs and develop suitable website concepts to maximize user engagement and implement brand identities.

Brainstormed and prototype multi-platform graphics and website for various project.

OCT 2017 **Creative Designer**

MAR 2016 Caesars Entertainment EMEA | caesars.co.uk

Design lead and brand guardian for twelve properties across UK, Middle East and South Africa. Managing creative projects across all communication channels ensuring the project is managed from start to finish.

EDUCATION

2014 Msc in Marketing & Brand Management
2015 Kingston University | London

2006 BA in Industrial & Product Design
2010 Shih Chien University | Taipei

SKILLS

UX

Persona
Wireframing
User Research
Usability Testing
Affinity Diagrams
Information Architecture
Comparative Analysis
Design Sprint

UI

Interaction Design
Visual Design
Data Visualization
Design System

TOOLS

Sketch
Zeplin
Flinto
Invision
Photoshop
Illustrator
Indesign

OTHER

ACHIEVEMENTS

First place in JDRF Hackathon (London)

Finalist of 2010 Young Designers' Competition (Taiwan)

Awarded Excellent work of 11th National University Students Master Designer Award (Taiwan)