YING-CHU CHAN

UI/UX Designer

- 7+ years of B2C UX/UI design experiences
- Won Red Dot Design Award in 2017 and 2018
- Familiar with aglie methodology
- Execute and manage projects for 8 different industries
- Knowledgeable of Asian Market

Portfolio
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EDUCATION

B.A. Design and Visual Communications, 2012
University of California, Davis, U.S.A
Deans' Honor List: Winter 2010

AWARDS

Red Dot Award: Communication Design, 2017
Project: Richart (Finance App)

EXHIBIT

UC Davis Open House Exhibition, 2012
Piece: 3-D Pattern

UC Davis by Design Museum, 2011
Piece: Black and White Triptych Photography

SKILLS

Photoshop/Illustrator/InDesign
Sketch
Marvels
HTML/CSS (Basic)
Keynote

LANGUAGES

Mandarin
English
Taiwanese

EXPERIENCE

AJA Creative - UI Designer
Taipei, Taiwan | 2015 July - present

- Manage in 14 projects within 4 years. The fields involved in with finance, insurance, airline, medical device, marketing, and media.
- Collaborate with PMs, UX designer, front-end web developers
- Familiar with mobile app and responsive website design
- Communicate with clients to clarify design expectations and requirements
- Participate in early brainstorming, competitive analysis, persona finding, user testing, and prototyping
- Adapt in aglie methodotogy
- Prepare design proposals by using animated Keynote
- Conduct internal team building events

Highlight- Richart Banking App

Richart is a Red Dot Award Winning app. It is a digital bank with bank 3.0 concepts that offers financial services exclusively on mobile devices. Richart's target users are young people, who spend a lot of time on mobile apps. My team and I designed the Richart app from scratch with scrum agile methodology. My main role in this project is communicate with client to develop a comprehensive UI guideline, and patterns that applies to iOS and Android systems. I also contributed to persona, prototyping and user testing. Since 2016, the app's users have grown to over 800k.

JAMZOO - UI Designer
Taipei, Taiwan | 2014 - 2015

- Adapt in a fast-paced environment, producted 7 projects within 10 months
- Responsible for company official website design
- Work closely with iOS and Android developers to finalize apps
- Create visual materials for design proposals

ThinkTank Learning - Visual Designer
San Jose, U.S.A | 2013 - 2014

- Responsible for visual and brand consistency
- Deliver wireframes, mockups, and prototypes
- Work closely with project manager to produce high-quality visual designs for internal and exteral website
- Create new features from the ground up

Wanderful Media - Visual Designer
Los Gatos, U.S.A | 2013

- Participate in design and product discussions, taking ideas from concepts through production to launch
- Conceptualize and execute designs to elegantly explain complex topics
- Deliver graphically appealing designs for promotion events
- Transform user needs into elegant, stunning visuals
- Adapt design to mobile and desktop platform
- Balance creativity with consistency, while factoring in development efficiency and site performance when designing

Stryker - Label Design Consult
Fremont, U.S.A | 2012-2013

- Collaborate with legal, R&D, regulatory, package engineering, and marketing team to visualize design
- Assist in brand guidelines to ensure consistency to meet FDA regulations
- Involve with rebranding products includes updating schematics and measurements

Boutine - Visual Designer
San Francisco, U.S.A | 2012-2013

- Create web graphics such as banner, flyer, e-mail blast, and bloggers interview page
- Responsible for creating new brand's image

Agape Dental Group - Visual Designer
San Jose, U.S.A | 2012-2013

- Collaborate with web developer to design website
- Create web advertisements
- Develop print graphics, such as banners, flyers and brochures
- Redesign company's logo
- Produce vehicle wrap graphics for Agape's mobile bus clinic
- Responsible for event photography

Davis Dollars, Davis - Visual Designer
Davis, U.S.A | 2012-2013

- Produce ads for print, web and social media
- Use wordpress to modify website layout
- Assist with event decorations

UC Davis Bookstore Advertising - Graphic Design Associate
Davis, U.S.A | 2011-2012

- Assist with all graphic and marketing needs for 5 of the UC Davis Stores
- Produce ads for print, web and social media
- Responsible for product and event photography
- Coordinate promotional events with marketing team