

Ya-Han Hsu

Product Designer

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Education

Master of Product Design and Development Management (mpd²)	Anticipated June 2019
<i>Northwestern University, Evanston, IL, U.S.</i>	MPD ² scholarship
Bachelor of Fine Arts, Product Design	June 2014
<i>Tainan University of Technology (TUT), Tainan, Taiwan</i>	2014 Young Designers' Exhibition Bronze Award
Diploma in Art School, Dep. of Art and Crafts	June 2010
<i>Fu-Hsin Trade and Arts School- Taipei, Taiwan</i>	2010 Young Designers' Exhibition Nominated

Skills

Industrial knowledge Design thinking, Product Design and Development, Project Management, Human Factors, Lean Design, Storyboarding, Persona, Wireframing, Lo-fi/ Hi-fi Prototyping

Research Contextual Inquiry, Interview, Survey, Heuristic evaluation, Affinity Analysis, Usability Testing

Design Tools Adobe Creative Suite (XD, Photoshop, Illustrator), Sketch, HTML& CSS, AutoCAD, Sketchup

Language Mandarin Chinese (Native), English (Advanced),

Work Experience

UX/UI Product Designer Feb 2018 – Jan 2019

@iClick Inc., Taipei, Taiwan

- Planning event and designing image for The Tourism Bureau to promote tourism industry in Taiwan
- Designed UI/UX of web and mobile device for X-project, a social platform still in development stage
- Translated idea and concepts into flows, wireframes, and prototypes that lead to intuitive UX
- Facilitated the product vision by researching, conceiving, sketching, and user-testing
- Collaborated with front-end team members and programming language, CSS, HTML, and Java script

Production Visual Designer Dec 2016 – Jan 2018

@TEXT STUDIO, Taipei, Taiwan

- Demonstrated creative thinking that takes already established strategies and translates them into props and frames of visual display
- Ensured all work is in line with our client's brand values and relevant brand & design guidelines.
- Designed logo, UI mobile APP for Luckygo, a shopping mobile App in Taiwan
- Handled graphic design and the commercial photography for product of IceParis, an ice cream parlor

Visual Merchandising Designer Feb 2015 – May 2016

@SHINY IMAGE, Taipei, Taiwan

- Drew Orthographic model using AutoCAD and Illustrator and then built 3D model to simulate the window scene of retail store using SketchUp and created prototype for real project
- Handled window exhibition and executed my own window projects
- Renewed the lightbox image of MICHAEL KORS each quarter in whole Taiwan region
- Designed the layout of windows and then analyzed the required material based on the guideline, then located the appropriate material in the local store each quarter in whole Taiwan region for Tory Bruch

Graphic Designer Oct 2014 – Sep 2016

@ Better Chinese LLC, Palo Alto, USA

- Designed poster and lecturing material for child education by using Adobe Photoshop and Illustrator.
- Adjusted, revised, and printed textbooks for teacher's usage