Yuchi Tina Chu

A curious and driven Product specialist, following a human-centred approach;From problem identification to full resolution, I help customer sucess and meet business goals. Passionate about problem-solving and making a positive difference.

Contact
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Portfolio
tinayuchichu.com

COMPETENCIES

· Troubleshooting
· Project managment
· Post-sales/Pre-sales
· Service Design
· Design Thinking
· User experience & User research

· Languages
 English - fluent
 Mandarin - native
 Japanese - intermediate

· Certificates
 Foundations of Project Management, Google

SELF-DIRECTED PROJECT

Service Designer, Barclays from D&AD project, London, 2020
 · Designed user research and prototype testing about mental health and banking service
 · Drew the insights from research and shaped a new banking interaction experience
 · Developed service blueprint & metrics frameworks

TEAM DESIGN PROJECTS

User Researcher, Private bank (non-disclosure agreement), London, 2020
 · Developed innovative concepts to solve customer relationship management
Service Designer & Animator, BBC, London, 2019
 · Analyzed service benchmarks and explored new opportunities targeting a younger demographic
Service Designer (Team Lead), Kerb, London, 2019
 · Coordinated teammates' ideas and conducted interviews, research and ideation process
User Researcher & Illustrator, Alpha powered by Telefónica, London, 2018
 · Integrated social health policy with the healthcare market and applied the concept into a wearable device to support the healthcare system

WORK EXPERIENCE

Application Engineer Senior I, Synopsys, Taiwan, 2020-Now
 · Responsible for B2B product post-sales and pre-sales activities, including technical consultation, service migration and deployment
 · Bringing customer inputs to design or redesign tool to meet business goal
Application Support Engineer, Mediatek, Taiwan, 2016-2018
 · Created a code to optimize regression testing work flow to save operation run time
 · Redesigned the information structure to successfully reduce the number of user complaints by 26.3% within 3 months

EDUCATION

MA Service Design, Royal College of Art, London, 2018-2020
BS Electrical Engineering, National Cheng Kung University, Taiwan, 2011-2015

ACTIVITIES

Best storytelling award, UX Hackathon sponsered by Asian Creative Collective, 2021