

# Yuchi Tina Chu

## INFORMATION

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## SKILLS

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● Chinese (Native), English (CEFRL B2), Japanese (JLPT N2)  
</> Tcl/Tk, RTL code, C, Java  
✂ Sketch, Adobe CC suite, Final Cut Pro Trial

## EDUCATION

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

## WORK EXPERIENCE

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Sep 2016 - Jun 2018 | Application Support Engineer | Mediatek | Taiwan

- 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
- Collaborated with traders and internal engineering teams to test and improve product quality

## SELF-DIRECTED PROJECT

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Feb 2020 - Jun 2020 | Service Designer | Barclays from D&AD project | London

- Designed user research and prototype testing about mental health and banking service
- Drew the insights from research and shaped a new banking interaction experience
- Visualized the service blueprint into a structural hand drawing
- Presented final project to Head of Design from Barclays and Lloyds bank

## TEAM DESIGN PROJECTS

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Oct 2019 - Jan 2020 | User Researcher | Private bank (non-disclosure agreement) | London

- Developed innovative concepts to solve customer relationship management

Feb 2019 - Apr 2019 | Service Designer & Animator | BBC | London

- Analyzed service benchmarks and explored new opportunities targeting a younger demographic

Mar 2019 - May 2019 | Service Designer | Imperial College Business School | London

- Partnered with MBA students to develop a start-up business proposal to be pitched to a panel of investors.

Feb 2019 - Apr 2019 | Service Designer (Team Lead) | Kerb | London

- Co-created workshops with Traders, Public sector expert and KERB Representatives
- Coordinated teammates' ideas and conducted interviews, research and ideation process

Dec 2019 - Jan 2019 | Service Designer (Team Lead) | CERN | London

- Discovered user requirements in Deaf culture and facilitated AI-driven idea generation

Oct 2018 - Dec 2018 | User Researcher & Illustrator | Alpha powered by Telefónica | London

- Integrated social health policy with the healthcare market and applied the concept into a wearable device to support the healthcare system