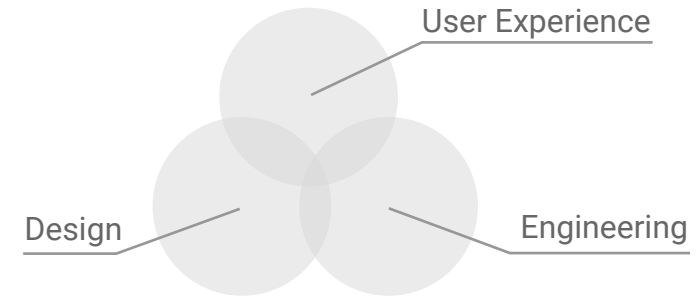


Tina Chu

UK-based Service Designer

Experienced Service Designer, Design Strategist and Solution Consultancy specializing in User-Centered Design methodologies and Problem-solving. I have the ability to communicate value to both engineering and design stakeholders. I'm dedicated to exploring users' needs and creating powerful services/products for both customers and businesses.



INFORMATION

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EDUCATION

MA Service Design **2018-2020**
Royal College of Art, UK

MBA Master of Business Administration **2018-2019**
Imperial College Business School, UK
- As part of the Imperial college program's entrepreneurial journey module

BS Electrical Engineering, **2011-2015**
National Cheng Kung University, Taiwan

AWARDS

Best storytelling **2021**
UX Hackathon sponsored by Asian Creative Collective

WORK EXPERIENCE

Service Application Engineer II **2020-Now**
Synopsys, Taiwan
- Analyzing problems and scoping the requirements to tailor solutions
- Working with data and using interpersonal skills for pre-selling software service

Service Designer and User Researcher **2018-2020**
Royal College of Art, UK
- Developed and presented design strategies on social innovation, banking, digital transformation and healthcare for diverse service providers
- Created insights by leveraging multiple user research methodologies and design tools from interviews to service blueprint and usability testing

Application Support Engineer **2016-2018**
Mediatek, Taiwan
- Redefined the information structure to successfully reduce the number of pain points by 26.3% within 3 months
- Mentored junior engineers how to work effectively and debugged technical issues

SKILLS

- Chinese (Native), English (Fluent), Japanese (JLPT N2)
- ✂ Sketch, Adobe CC suite, Miro, Final Cut Pro, Linux, Jira, Microsoft suite