

# I-Chu Liao

## UX Designer for Digital Solutions

I'm a UX designer who believes in big & small data combination; UX projects should always start with user motivation and end with user validation. As a designer, my ambition is not only to achieve clients' desire, but to define what should be desired, to whom and why. I seek for the potential of digital transformation for business in the age of connectivity, and push on the boundary to strive for best user scenarios. I lived across Taiwan, the U.S.(6 yrs), and the Netherlands (5+ yrs), and is experienced working with cross-cultural SCRUM teams.

### EDUCATION

2012 - 2016

**M.Sc Design for Interaction**  
Delft University of Technology, NL

2007 - 2011

**BA Industrial Design**  
- minor in **Finance**  
Asia University, Taiwan

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- Taiwanese

### EXPERIENCE

06. 2017- Present

#### UX Designer

Avanade B.V. (NL)

- Lead UX strategy & UI design for B2B websites in cross continental SCRUM teams (India, U.K., U.S.)
- Visualize insights into user journey & wireframes to convey business briefing
- Lead client envisioning workshops, assisting analysis of the business scope
- Establish & lead a usability testing lab, host trainings to prepare for service launch

01. 2017- 05.2017

#### UX Researcher

IceMobile Agency B.V. (NL)

- Translate consumer interview results into an experience map.
- Helping retail clients to build brand loyalty by bringing the best APP experiences to customers combining small & big data.

09. 2016 - Present

#### Co-Founder - Lead of UX Strategy

Meds2Go B.V. (NL)

- Lead UX research and analysis on patient experience with the use of cooled medication that has to be kept between 2-8 degrees Celsius.
- Define and evaluate features & business strategy of the MVP.

06. 2015 - 06.2016

#### Graduate Intern - Interaction Designer

Reinier de Graaf Hospital - orthopedic (NL)

- Conduct and analyse UX research, product emotion appraisals focused.
- Design an App/Web service solution for patients in their 6-8 weeks rehabilitation after THA surgery, provide a scheme of guidance to the THA service ecology.

07. 2008 - 09.2008

#### Intern - Mobile Interaction Researcher

FID Foxconn Innovation & Design, UI department (China)

- Conduct UX lab-scan in various brands of smart phone interfaces.
- Result in a database that serves as a reference for future strategy planning for marketing and R&D departments.

### OTHER UX

### CLIENT PROJECTS

09. 2014 - 01. 2015

#### Context-mapping Researcher

Fudura Enaxis B.V. - Research on recreational market opportunities in the next 5 years.

02. 2013 - 04. 2013

#### UX Designer - Emotional well-being design

KLM Royal Dutch Airlines - Crew briefing room experience redesign at Schipol.

## PERSONAL COMPETENCE

Interaction Design	<b>User Journey Mapping</b> , Service Conceptualization, User Interviews, Digital Strategy, Service Prototyping, <b>Wireframing, Usability Testing, UI Design &amp; Prototyping, Session Facilitation.</b>
Language	English ( <i>Fluent speaker</i> ) Chinese ( <i>Native speaker</i> ) Dutch ( <i>A1-A2 Level</i> ) German ( <i>A1 Level</i> )
UX Design Softwares	 Illustrator    Sketch    Zeplin    InVision  Photoshop    After Effect    Webflow    Principle
Field of Interest	<i>Consumer Lifestyle, Brand Loyalty, Fintech, IoT, Digital Connectivity, Mobility, Product Emotions, Smart Data Driven Design, User Engagement</i>

## AWARDS

12. 2016	<b>Winner</b> Yes! Delft Launch Lab 2016 Fall, startup company Meds2Go
05. 2016	<b>2nd Place Award</b> Dutch Hacking Health Hackathon 2016 @ LEIDEN

## OTHER ACHIEVEMENTS

27. 10. 2017	<b>Exhibitor - Coffee Ordering Chatbot Mirror</b> Accenture Innovation Summit Exhibitor, Utrecht <ul style="list-style-type: none"><li>• Chatbot conversation design &amp; UX optimization, event service blueprint planner, UI design</li></ul>
16. 02. 2017	<b>Exhibitor - "BiSmart" APP Design</b> Innovation for Health, Rotterdam <ul style="list-style-type: none"><li>• 800 participants, showcase the digital service design to potential investors and partnerships.</li><li>• 1 of the 10 designers selected by the committee to present to the audiences active in the field.</li></ul>
10. 2012 - 10. 2013	<b>Treasurer</b> TUDelft Taiwan Student Association <ul style="list-style-type: none"><li>• Responsible for financial affairs, e.g. tracking expenses, budget plans, funding documentation.</li></ul>
08. 2009 - 07. 2010	<b>President</b> Asia University Ballroom Dance Association <ul style="list-style-type: none"><li>• Negotiated internal collaborations between PR, Treasurer, Secretary, Teachers, and Students.</li><li>• Choreographer &amp; student coach, lead the team to Ballroom competitions &amp; performances.</li></ul>
02. 2008 - 06. 2008	<b>Secretary</b> Asia University ID Faculty Student Association <ul style="list-style-type: none"><li>• In charge of the correspondence between association members, school personnel, and others.</li><li>• Responsible to write activity plans and to report result of each activity in a document format.</li></ul>

## HOBBIES



Argentine  
Tango



Traveling



Jazz  
Drumming



Fashion  
Design



Writing  
Novels



Cooking  
with Friends