

CLAIRE SZU YING CHING

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Work Experience

User Experience Design & User Research Consultant

Fung Group SH, CHINA / AUG 2016 – DEC 2016

- Led the innovation team to design and test a personal shopping assistant service from ideation to launching the MVP. The service has been proved to increase customer satisfaction rates for the mall.
- Provided leadership to the innovation team, taught user-centered research and innovation methods.
- Tested the MVP by lean startup methods and set up the design strategy according to research findings and business needs.

Lead UX Designer & User Researcher

Panasonic Corporation CA, USA / JUN 2015 – MAR 2016

- Responsible for the design & research of a novel senior-communication software and a telemedicine software service on web, mobile, tablet and TV platforms.
- Led the design team to create UX/UI that helped seniors better interact with digital platforms. Designed 2 new features that addressed communication between seniors and grandchildren.
- Worked with development team to understand implementation constraints and possibilities, and supervised the design execution.
- Set research plan & goals. Achieved product's ease-of-use by conducting usability test, and analyzing key findings with research team to improve the design.
- Communicated research insights & design intents to internal multidisciplinary teams to ensure all key customer touch points address user needs.

User Experience Design & Research Intern

Energyfoundry IL, USA / AUG 2014 – MAY 2015

- Identified the key opportunities and strategic solutions for the new on-boarding process in the company through market analysis and customer research.
- Identified business opportunities from the research. Created 5 new service categories in order to expand the business scale and build up company's service.

User Experience Design Consultant

Godrej & Boyce MUMBAI, INDIA / JAN 2015 – FEB 2015

- Led a program to design a systematic healthcare service for India's urban youth.
- Taught Godrej employees to practice ethnographic research, innovation methods and user-centered design
- Delivered interactive & physical prototypes to demonstrate & test the service.

User Experience Designer / Project Manager

Stony-Image Consulting Ltd. TAIPEI, TAIWAN / JAN 2011 – JUL 2011

- Created product design and communication design
- Conducted market research, user research
- Responsible for project management of the largest oversea project in the company
- Timetable management, quality management for interior design & supply chain management for product development
- Conducted client management by weekly client call, on-site presentation & translating and satisfying client's needs on constant basis

Web designer / Product Designer

Cocobox Co. Ltd. TAIPEI, TAIWAN / OCT 2008 – JUL 2010

- Designed new products and introduced miniature art to the Taiwanese market.
- Managed and created the company's digital marketing materials, including website design, online newspaper, miniature tutorials.

Education

The Corporate Entrepreneur Program

Stanford University Graduate School of Business , 2015

Master of Design

IIT Institute of Design, 2013 – 2015

Bachelor of Fine Arts

National Taiwan Normal University, 2004 – 2008

Projects

Garmin, New Wearable for Sports 2016

Provided design direction for the next generation wearable. Identified business goals with internal stakeholders, planned and conducted usability tests, and set the design principles for the UX design and development teams.

ComEd, An Energy Prepaid Program 2015

Designed an innovative service to help low income customers to save on their electricity bills by leveraging the big data. Applied innovation design methods to make the service mutually beneficial to customers and the company.

Memorial Sloan Kettering Cancer Center

Interaction Design for Patient 2014

Designed an app that supports teen and young adult cancer patients from diagnosis to survivorship. Led a interdisciplinary team to build up design strategy, create design and conduct prototyping tests.

Skills

Software

Adobe Photoshop, Illustrator, InDesign, Dreamweaver After Effects, Premiere, Omnigraffle, InVision, HTML, CSS

Research & Analysis

Usability test, Contextual research

Data visualization, Design methods and frameworks

Concept Development

Interactive Prototyping, Storyboarding, Sketching, Wireframe

Language

Mandarin (Native), English (High Proficiency)

Awards

ComEd Student Innovation Contest

First Place, 2014

Divvy Data Challenge

Honorable Mention, Most Beautiful category, 2014

Raising Future Designers Contest

Distinction Award, Poodehii Corporation, 2009