

# Jeffrey Chou

## Product Designer

tzuchaoc.com  
chow0531@gmail.com  
(+886) 910017027

### EXPERIENCE

---

**UI/UX Designer (Contract), Gnosis Chain**  
Taipei, Taiwan (Remote) | 2022.09 - 2023.02

- Designed websites for Gnosis Chain ecosystem to encourage and facilitate individuals' participation as validators, supporting the goal of becoming the world's most decentralized blockchain.

**Product Designer, Online Service and Payment Team, iCHEF**  
Taipei, Taiwan | 2020.09 - 2022.08

- Designed an intuitive and user-friendly online restaurant payment experience across desktop, tablet and mobile platforms.
- Partnered with Google APAC to design and seamlessly integrate Google Business Profile service into iCHEF system.

**Product Designer, Driver Experience Team, Grab**  
Singapore | 2019 - 2020

- Conducted extensive research with Singaporean taxi drivers to provide insights for the service integration between Grab and SMRT.
- Revamping the Grab driver app to provide contextual information and improve the user experience for Grab drivers.

**Product & Project Manager, Dynacolor Inc.**  
Taipei, Taiwan | 2010 - 2015

- Collaborated with engineering teams and clients to design customized IP Camera functions and user-friendly interface.
- Led the successful launch of a new product line that generated 30 percent of Dynacolor's sales revenue within one year of launch.

### EDUCATION

---

**Carnegie Mellon University | 2016 - 2019**  
Master of Design, Interaction Design

**National Taiwan University | 2003 - 2009**  
BS in Computer Science, MS in Electronics Engineering

### LANGUAGE

---

**Chinese (Mandarin)** - Native  
**English** - Professional Working Proficiency

### ACHIEVEMENTS

---

**Good Design Awards | 2021**  
Product Designer, iCHEF

- To support the F&B industry during the COVID-19 pandemic, iCHEF provided cloud-based POS solutions that enabled restaurants to move online and manage orders, payments, and deliveries across multiple channels.

<https://www.g-mark.org/award/describe/52844>

**UX Design Course | 2021 - Present**  
Lecturer, EC Design School

- Partnered with EC design school to instruct students on UX design fundamentals, covering design thinking, design research methods, and UI design skills.

[https://www.ecgroup.com.tw/edm/pd\\_ux.html](https://www.ecgroup.com.tw/edm/pd_ux.html)

**kynamatrix Research Grand Awards | 2019**  
Author, Master Thesis at Carnegie Mellon

- Conducted research on how social practice theory can be utilized by design to empower individuals in adopting sustainable lifestyles.

<https://kynamatrix.org/grantHistory.html#2019>

### SKILLS

---

#### Design

- UI Design
- Wireframing
- Data Visualization
- UX Writing

#### User Research

- User Interview
- Usability Test
- Workshop
- Service Blueprint

### TOOLS

---

#### UI/Graphics

- Figma
- Sketch
- illustrator
- Photoshop

#### Prototyping

- ProtoPie
- AfterEffects
- HTML/CSS
- Javascript