Yvonne Chu

Product & UX Desiger

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WORK EXPERIENCE

Product & Visual designer | Gain-How

Nov 2023 - Feb 2025 | On-site | Taichung, Taiwan

- 3000-Person Annual Banquet: Oversaw planning and execution, boosting decoration efficiency by 47% and ensuring 93% execution accuracy.
- 1,000-Person Design Competition & 150-Person Award Ceremony: Planned proceedings and optimized venue design, achieving the highest participation and largest award scale in 13 years. Designed 18 unique trophies from concept to completion.
- Visual Design: Cover design, layout composition, and other print materials.

Product Design Intern | R.F.YAMAKAWA

Feb 2023 - Apr 2023 | On-site | Mie, Japan

- The enhancement of pedestrian and traffic flow at the West Exit of Tsu Station in Japan has significantly increased efficiency and safety, earning high praise from the mayor.
- I designed wine labels for children with disabilities, to highlight their creativity, which is scheduled to be released in 2025.
- I created office supplies for women to enhance comfort and convenience in the workplace.

Visual Designer & Exhibition Sales | VISTAR

(Managed a team of 5 people.)

Dec 2021 - Mar 2023 | Hybrid | Taichung, Taiwan

- Coordinated with at least three companies, two construction teams, and one overseas team across multiple time zones daily, ensuring seamless project execution and increasing revenue by 40% within a year.
- I completed five exhibition booths within three days, resolving over nine on-site issues. This achievement ensured 100% on-time delivery and minimized additional costs associated with construction delays.
- Designed brand visuals for exhibition spaces, enhancing client visibility at trade shows.

SKILLS

UI / Interaction Design
Information Architecture
Rapidly Prototyping
User Research
Usability Testing
Product Thinking
HTML / CSS
Product Design
Visual Design

TOOLS

Figma
Adobe XD
Illustrator
Photoshop
Indesign
SolidWorks
SketchUp
KeyShot
HTML/CSS

ACHIEVEMENTS

Shortlisted

A+ Cultural Heritage Awards

May 2021

Honorable Mention

The 18th Y.S. Award

Apr 2021

Selected

COPIC AWARD 2016

Aug 2016

Honorable Mention

The 25th Times Young Creative Award for PEGAVISION (Boy / girl / Butterfly / Peacock)

Jun 2016

EDUCATION

Creative Product Design

Southern Taiwan University of Science and Technology

2017-2021