

Isabelle Lyu

[Contact]

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[Skills]

- UX/ UI skills
UX/ UI, Product Design,
User Research, Visual Design,
Web, Mobile App Design,
Prototype
- Graphic design
Identity Design, Typography,
Illustration, Package Design,
Print Production
- Design Tools
Figma, Framer, Sketch, Zeplin
Adobe CC
(Photoshop, Illustrator,
Indesign, XD, AfterEffects)

[Experience]

Product Designer | Giloo.

Jun. 2023 - Present / Taipei City, Taiwan

- Lead the user research with product manager and stakeholder, through one-on-one user interview to identify the future business needs and user pain points.
- Helped define product roadmap/ PMF strategy through hypothesis experiment and data tracking, finally leads to actual design solutions.
- Lead the end-to-end process of design requests, including visual design, interaction design, user experience methodologies, and product thinking.
- Build up a Design Ops includes workflow, tools, infrastructure, design system to help the whole delivery process accurately and precisely.

Product Designer | ConSem ICT Inc. @ Cathay Bank. UED

Nov. 2021 - May. 2023 / Taipei City, Taiwan

- Joined Scrum Development Team, participate in established new CUBE App visual style.
- Collaborate with project owner to design new product feature, release prototypes and conduct usability tests, finalize the development and launch.
- Cross-departmental cooperation, undertake the optimization of product process and user experience according to the needs of various departments of operation.
- Strengthened design team by define solid Design Guideline, built up design system library.

Product Designer | ConSem ICT Inc. @ Gamania Group.

Oct. 2020 - Oct. 2021 / Taipei City, Taiwan

- Participate in Scrum Team, responsible for User Interface and User Experience design.
- Collaborated with other designers, product managers and engineers to help define product requirements and implement design process from Wireframe to UI Flow and Final UI.
- Redesigned Instant message, Voting system, Online books as Beanfun! App's new feature.
- Strengthened design team by define solid design guideline, built up design system.

Senior UI/UX Designer | SiMPNiC Co.

Aug. 2019 - Oct. 2020 / New Taipei City, Taiwan

- Designed the information infrastructure and optimize user flow to bridge the gap between App UI and actual IOT device to better meet user behavior.
- Build up a Design Ops includes workflow, tools, infrastructure, design system to help the whole delivery process accurately and precisely.
- Developed UI mockups and prototypes that clearly illustrate product functions and appearance.
- Created brand new unboxing experiences by designed product device package, manuals.
- Collaborate with engineers, product managers, to ensure the design quality and delivery timeline.

UI Designer (Contract) | eBay Inc.

Mar. 2017 - Dec. 2017 / San Francisco, USA

Graphic Designer & Project Specialist | NEXGEN Mediatech Inc.

Jan. 2012 - Jan. 2013 / New Taipei City, Taiwan

[Education]

Academy of Art University

2013 - 2018 / San Francisco, USA

M.A in Design, Visual Development

Yuan Ze University

2007 - 2011 / Taoyuan, Taiwan

B.A in Design, Department of Information Communications