



ZOI CHOU

Product designer

I'm Zoi, a Product Designer. I graduated from National Taiwan University of Science and Technology with a master's degree in industrial and commercial design. My major is UI/UX Design. When I was working on the projects, I always asked the users what objectives need to reach in the project, and pay attention to user feedback, also in accordance with the objectives and reserved consideration make sense of user experience design. In the design work process, I think teamwork is very important and related to the project process needed to make every part perfect, so I selfstudying CSS helped me know what code the Eng would write, as well as how to write clear and correct code that could reduce the discussion time with the Engineer. My job goal is to create a user-friendly interface and make UI/Visual every part perfectly.

UXR

IXD

UED

UID

EXPERIENCE

Product Designer, VeryBuy

2020.02-Current

- Revised the VeryBuy mweb and successfully launched with great performance level. (Using five-level net worth scoring algorithm)
- Tracking the effectiveness of the revised mweb through data tools, both the AVG Duration and ATC per capita have increased, and the CVR has also increased.
- Regular user questionnaire surveys to understand the user's satisfaction with the experience dimension.
- Using data tracking tools to iterate product functions.

UIUX Designer, Istaging

2019.07-2019.11

- User experience testing and function iteration of main products.
- From the standpoint of users, design AR/VR service products.
- Dedicated use of questionnaires and research methods to conduct user research performance. For example: measuring task with spss and use highly reliable questionnaires,such as SUS , Quis , NPS , Kano model...

 UI Designer
2017.08-2018.05

 UX Designer INT.
2016.07-2016.10

 VD Designer INT
2015.07-2015.10

CONTACT

Profolio

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EDUCATION

NATIONAL TAIWAN UNIVERSITY OF SCIENCE AND TECHNOLOGY

2014-2017 / MASTER DEGREE OF DESIGN

MAJOR: UXR / IXD / USABILITY TEST/ HCI