

Yu-Chen Chiu

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Summary:

Extensive experience developing interactive media, including web site design, kiosk & exhibition design. Professional experience as an information architect and interaction designer developing user flows, concept matrix, site maps and wireframes, with recent experience focusing on interactive architecture, mobile media and social networking. Strong breadth of experience collaborating with clients, business development, visual designers, programmers, and producers.

PROFESSIONAL EXPERIENCE

CBS Radio Digital Media Group, New York, New York

Information Architect

April 2009

- Designed the user interface and visual for the CBS Radio TV widget.
- Analyzed content and translated user needs into deliverables such as wireframes and UI sketches.
- Conducted internal IA review meetings and worked closely with technology team to determine best implementation of technology with the UI design.

Ruder Finn Interactive, New York, New York

Information Architect

May 2008 – March 2009

Clients included:

- **Smokey the Bear** (public campaign mobile web design)
- **International Peace Institute (IPI)** (think tank site redesign)
- **Asia Society** (non-profit site redesign)
- **CRG Partners** (corporation site redesign)
- **Bolthouse Farms** (consumer-centric web CMS design)
- **Golden Living** (B2B web UI design)
- **International Center of Photography (ICP)** (e-commerce UI design)
- **Perdue** (consumer-centric site design)

- Took in charge of UI makeover and provided user interface and business strategy.
- Conducted user interviews to determine the content, functionality, and end goals for the project.
- Analyzed content and translated user needs into usable web solution and documentations such as Content Audit, Userflow, Sitemap and Wireframes to effectively plan and structure the redesigned site.
- Participated in the weekly client meeting and led the discussion of up-to-date redesigned prototype and insightful web strategies.
- Conducted interim testing on prototypes to determine and fix design anomalies.

Renegade Marketing Group, New York, New York

Interaction Designer

December 2007 – May 2008

Clients included:

- **Gilda's Club** (web 2.0 social networking platform UI design)
- **Panasonic** (promotional micro site UI design)
- **Gale International** (corporation site redesign)

- Designed structure and informational architecture for websites.
- Developed and executed user testing and research to provide Features and Functionalities Assessments for ongoing site redesign.
- Conducted content audit of the site and documented informational design in storyboard, flowcharts, site maps and wireframes.
- Attended client's meeting to ensure the design meets clients' business expectations.
- Advised tech team on design decisions.

The China Post, Taipei, Taiwan

Interactive Web Designer

May 2000- June 2001

- Designed the structure and informational architecture for the website.
- Created sitemaps, wireframes, storyboard, flowcharts and other documentations.
- Assisted in the graphic design, build and maintain of the website with HTML and CSS.

Independent User Experience Designer/Artist

September 2004- Recent

Developed public interactive installations and designed public exhibitions; including concept, research and fabrication. Projects have been showcased internationally, including Chelsea Art Museum, Sony Wonder Lab Museum in New York City; Videoformes, France; Digital Entertainment Jam, China, etc.. Projects in development were

- *The Mystery of which Mystery*: A three-wall video projection real-time interactive performance.
- *StoryCatcher*: A physical social-networked video installation.
- *Cellwish*: An interactive mobile art installation with networked kiosks.
- *The Bubbles of a Note*: A sound-visualization installation.

SKILLS

High proficiency with PC & Macintosh

Design | Graphic Tools: OmniGraffle, Visio, InDesign, Photoshop, Illustrator

Video Editing: FinalCut Pro, Premiere, iMovie, DVD Studio Pro, Media Cleaner, Toast

Audio | Visual : Max/MSP/Jitter, ProTool, Digital Performer, Audicity, GarageBand

Programming | Software: HTML, Processing, Flash

EDUCATION

New York University, September 2004-May 2006

Master of Professional Studies, Interactive Telecommunications Program (ITP)

Tisch School of The Arts,

Awards: Tisch Gala Scholarship

New York University, September 2001-May 2003

Master of Arts, Double Major in Communication Studies and Film Production

Chinese Culture University, September 1997-May 2000

English Language and Literature