

Yu-Chen Chiu

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Summary:

Extensive experience developing interactive media, including portable device design, 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, visual designers, programmers, and producers.

//Professional Experience//

Sudler Digital, New York, NY

Information Architect

March 2010 - June 2010

- Designed structure and informational architecture for healthcare iPad application and website.
- Conducted design research and defined site architectures.
- Created user flow, site maps, wireframes and functional specifications.
- Worked closely with visual design and tech team on UI implementations and design decisions.

Euro RSCG Life, New York, NY

Information Architect

October 2010 - January 2010

- Designed structure and informational architecture for the Plavix healthcare tablet PC.
- Conducted heuristic evaluations and determined the parameters of objectives, strategies and target audiences for this project.
- Documented informational design in user flow, site maps and wireframes.

Digitas Health, New York, NY

Lead Interaction Designer

March 2010 - September 2010

- Led the User Experience practices and integrated with the UI strategy for Medimmune's FluMist.com consumer site re-design.
- Analyzed content and business requirements, determined intuitive users' navigation.
- Documented informational design and translated user needs analysis into site map, wire frames, user flows, functional specifications and other related documentations.
- Served as liaison with design team and account manager implementing user centered design principles during the interface design process.
- Participated in the client meetings to ensure the design meets clients' business expectations and led UI discussion of up-to-date redesigned prototype in the internal meetings.
- Worked closely with tech team on UI implementations and design decisions.

Grey Healthcare Group, New York, NY

Information Architect

December 2009 - March 2010

- Designed structure and informational architecture for Johnson & Johnson's pharmaceutical site- Invega[®].com phase2.
- Took in charge of creating site maps, wire frames, flowcharts, page inventory and other documentations.

Unit 7 (a subsidiary of Omnicom Group Inc.), New York, NY

Information Architect

May 2009 - November 2009

- Determined the user experience flow and designed the user interface for the Bristol-Myers Squibb Company's Onglyza website from conception to implementation.
- Observed and documented usability test, analyzed results to determine appropriate information architecture resolutions.
- Evaluated content strategies to determine intuitive users' navigation and translated user needs into site maps, wire frames, user flows and navigation schemes.
- Served as liaison with design team and the digital producer implementing user centered design principles during the interface design process.

CBS Radio Digital Media Group, New York, NY

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.
- Wrote documentation on product requirements for engineers and product managers according to marketing requirement documentation.
- 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, NY

Information Architect

May 2008 - March 2009

Clients included:

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

- Took in charge of UI makeover and provided web-redesign strategy and implementation.
- 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 user flow, site maps and wire frames to effectively plan and structure the redesigned site.
- Conducted interim testing on prototypes to determine and fix design anomalies.

Renegade Marketing Group, New York, NY

Interaction Designer

December 2007 - May 2008

Clients included:

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

- 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 wire frames.
- Attended client's meeting to ensure the design meets clients' business expectations.
- Advised tech team on design decisions.

//Skills//

Design | Graphic Tools: OmniGraffle, Visio, Adobe: InDesign, Photoshop, Illustrator
Video Editing: FinalCut Pro, Premiere, DVD Studio Pro, Media Cleaner, Toast, iMovie
Audio | Visual : Max/MSP/Jitter, ProTool, Digital Performer, Audicity, GarageBand
Software | Language: HTML, CSS, Macromedia: Dreamweaver, Flash and Processing, MS Office Suite

//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