

許筠竺 Beta | Yun Chu Hsu

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UX UI Portfolio: <https://beta961676.wixsite.com/ux-design> LinkedIn: [linkedin.com/in/beta-hsu-0728261b0](https://www.linkedin.com/in/beta-hsu-0728261b0)

EDUCATION

City University of Hong Kong	Bachelor of Art and Science in Creative Media Major: New Media	2019 - 2023
Zurich University of the Arts	Bachelor of Fine Arts (Exchange) Switzerland	Spring 2023

WORK EXPERIENCE

UX Designer (Full-Time) Storius Limited (Cultural Tourism Audio Guided App Hong Kong)	2022 - 2023 (10 mos)
<ul style="list-style-type: none">• Update and manage continuous Deployment of App & Dashboard Revamp• Conduct Interviews, Usability Testing for User Flow Optimisation• Collaborate with Engineers & Content team for Front-end Development & Design Iterations	
UX UI Design Specialist (Internship) Coworker (the world's largest coworking & flexible office marketplace United States)	2021 (3 mos)
<ul style="list-style-type: none">• UI improvements, Debug UX Issues encounter on live and staging Desktop & Mobile sites• Resulting in an immediate increase leads of 27% in the coming month	
Graphic & UX Designer (Part-Time) Doctorflix (Medical Education platform Germany)	2022 (2 mos)
Documentary Film Production First Assistant (Internship) Taiwan Ministry of Health & Welfare x 瑞齊傳播 Rich Production Company	2020 (6 mos)

EXTRA-CURRICULAR ACTIVITIES

Product Design: Second Hand Trading App — “Unidle” (Side Project) • User research, Prototyping, Usability Testing ; Early-stage product development phases	2021 (3 mos)
SIGGRAPH Asia Student Volunteer 2022 Daegu & 2023 Sydney • World's largest Annual Conference for Computer Graphics and Interactive Techniques	2022 - 2023
University Alliance in Talent Education Development (UAiTED) Innovation Competition – Ecosystem for Innovation Theme • Team leader of 6 people from cross-disciplines; Propose tech-solutions for Food Waste issues	2021 (3 mos)
Student Representative & Undergrad Committee CityU Creative Media	2020 - 2021
Event Coordinator of Taiwanese Student Association CityU HK	2020 - 2021
Solo Exhibition (2014) with 12 years Fine Art Experience in Experimental Art Studio	2007 - 2019

COMPUTER SKILLS

- UX/ UI Design: **Figma, Adobe XD**
- Creative Programming: **JavaScript, Java, HTML & CSS, Arduino (C++)**
- 3D Animation & Modelling: **Houdini, Blender, Meshmixer**
- Graphic & Sound: **After Effect, Premiere Pro, Photoshop, Max, Davinci**
- Data Analyse & Visualise: **Python, Pandas, Matplotlib, Basic Web Scrapping**

LANGUAGES

- Mandarin | Native
- English | Fluent
- Cantonese | Basic