

CHIA-YU HSU

Chiayu Hsu is an interaction designer with multidisciplinary background of fine arts, computer science, and interaction design. She has great passion in uncovering user insights and translating emerging trends into compelling products, service and experience.

Chiayu advocates 'fun design' - from the way of doing it to the outcome people actually experience it. While some see design as a serious profession, she believes making it fun and delightful can generate more impact. For her, the key of being a fun designer is to be responsible, and to bear in mind that there's always better tools to benefit the larger society.

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EXPERIENCE

frog APAC | Senior interaction Designer. '15 Aug - Present

Wire Berlin | QA & Design Consultant. '15 Mar - '15 Jul

Chunghwa Telecom Laboratories Taiwan | Software Engineer. '11 Aug - '13 Dec

PolarLab Taiwan | Co-founder. '10 Mar - '11 Aug

IBM Taiwan | Software System Design Intern. '09 Jul - '09 Sep

EDUCATION

Interaction Design, Copenhagen Institute of Interaction Design (CIID) | Denmark. '14

MS, Network Engineering, National Chiao Tung University (NCTU) | Taiwan. '09 - '11

BS, Computer Science, National Chiao Tung University (NCTU) | Taiwan. '06 - '09

AWARD & HONOR

Core77, Design Awards Student Notable. '15

IxDA, Interaction Awards Finalist. '15

TEDxCopenhagen, Experience Room. '14

Maker Faire Rome, Exhibition. '14

Best Concept Award, HTC. '11

IxDC, Workshop Speaker, China. '17

DBS, Program Coach, Singapore. '17

Bayer, Conference Speaker, China. '16

HDCon, Keynote Speaker, China. '16

KEY PROJECT

Service & Interaction Design

Chinese Automotive (confidential) | Future EV car concept design. '18
International Fast Food Restaurant (confidential) | New retail store service design. '18
Card Payment Organization (confidential) | Payment tool & system design. '17
Chinese Car After-sales Enterprise (confidential) | In-store experience design. '17
Malaysian Telco (confidential) | Digital transformation. '16
International Private Bank (confidential) | Service design. '15
Electrolux Design Lab | Future product design. '14
LEGO Future Lab | Future toy design. '14
Copenhagen Metro | Experience design. '14

Research & Strategy

International Fast Food Restaurant (confidential) | GIS analysis & research. '18
Italian Tourism Industry (confidential) | Design research. '17
Australian Telco (confidential) | App strategy design. '16
Taipei City Bike | Organization transformation. '15
Tiger Store | Shopping experience research and design. '14
Huashan Creative Park | Augmented information system planning. '13

Experiment & Prototyping

frog Experiment | Robot design and research. '16
Volvo | Future car concept design. '14

PATENT & PUBLICATION

IASDR, Affective User Interface Design that Endows Mobile Phones with Emotional Expressions. '13. Chia-Yu Hsu, John K. Zao, Ming-Chuen Chuang.

NCS, Method and System for Personalized eBooks by Imbedding Handwritten Test and Drawing Content. '13. Chia-Yu Hsu, John K. Zao, Ming-Chuen Chuang.

Application Number:101144913, A Method and A System for Digital Contents Transaction. '12. Chen-Yuan Chuang, Hsu-Shend Chang, Chia-Yu Hsu.

NCTU CS, An Affection Oriented Design of Human-Mobile Phone Interactions. '11. Chia-Yu Hsu, John K. Zao, Ming-Chuen Chuang.

ISMICT, Health Pod:A Ubiquitous Untethered Public Health Monitoring Station. '10. Chia-Yu Hsu, John K. Zao, Chun-Kai Yang.