

Craig KUO

Experience Design | Business Design

LOVE WHAT WE MAKE

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QUALIFICATION HIGHLIGHT

I'm a product designer who strives for business design from business strategy to user experience. In recent years, I've been working on experience of digital devices and web services by user-centered process which inspires us a lot in finding user insights for problem-solving. Currently I'm working for ASUS IoT strategy and engaging to build up working process with Singapore team.

3+ years of user experience design and research;
2+ years of e-commerce, web service and app development;
2+ years of life coaching for helping people find their center;
and several consulting projects in service model redesign of small enterprises.

MAIN PROFESSIONAL EXPERIENCE

ASUS, Design Center 2013.11 - Current
Senior User Experience Designer

Project planning from user mindset to UI flow design. The projects includes exploring IoT experience and improving mobile communication experience.

Acer, Innovation Lab 2012 - 2013
Design Researcher

Cross-functional UED projects included user research, SW/HW usability and competitor analysis for AcerCloud, R7, Keyboard, Phone and Tablet experience.

Groupon Taiwan 2011 - 2012
Web Product Manager

Design projects included new Travel channel (Groupon Getaways Taiwan), deals map analysis tool, EDM themes, statistical reports and functional bugs.

Taiwan Sole ONLINE STORE 2007 - 2009
Co-founder

We sold more than 800 sport products of 13 brands on the Yahoo! Taiwan and PChome eBay, and attained six successive quarterly sales targets. We also launched a social commerce platform Sole.tw for limited products.

EDUCATION

National Taiwan University of Science and Technology 2008 - 2010
Master of Information Management

Soochow University 2004 - 2008
Bachelor of Computer and Information Science

MAIN AWARDS

1st Peak Award / ECSEL Youth Program & Cheers Magazine Vol.158 p.80-84 (2013)
3rd Merit Award / TiC100 Technology Innovation Competition (2009)
Outstanding College Youth Award (2008)

PATENTS FILED

METHOD FOR GROUPING AND MANAGING WEB PAGES (CN, US, TW)
PORTABLE PERSONAL TERMINAL AND METHOD FOR SETTING ICONS OF THE SAME (TW)
METHOD FOR STARTING APPLICATION PROGRAM (US)

SKILLS

User-centered design	Business design	HTML/CSS	Positive psychology
Flow & wireframe	Model thinking	Javascript	Magic tricks
HW/SW usability	HW/SW usability	Prototyping	Life coaching