Gu, 古念華 Nien Hua

Email mxkernel@gmail.com
Portfolio gudesign.nl

UX designer
with the passion in AI/ML

Overview

I am a passionate UX designer having deep understanding of design research techniques and web-based technical knowledge. With more than 3 years of design experiences, I am familiar with digital product design with contemporary techniques. Specifically, I worked on Machine-Learning-powered products including search and recommendation, and solved communication issues between the technology and users from both academic and design approach. As a diligent designer, I tend to tackle long-term design projects with great self-discipline and collaboration between multi-disciplinary teams. Having experiences in research, design and development, I am confident I can not only deliver design requests, but also the enrich the design depth and culture of the team.

Education

Delft University of Technology (TU Delft), the Netherlands

Strategic Product Design
2017-2019
Master of Science

I was an Honours Programme student of TU Delft, focusing on the new design research principle and design implications with AI-powered products. I receive highest grades in several courses including Strategic Design Project, Strategic Value Design, SPD Media and Culture Sensitive Design.

National Cheng Kung University (NCKU), Taiwan

Industrial Design
2009-2013
Bachelor of Science

I was an influencer back in the university, promoting Design Thinking in multi-discipline communities. I was the co-founder of TED xTainan, and also a student representative of NCKU Student Forum.

Experience

BloomReach

Graduate Intern
Feb 2019 - Aug 2019
Mountain View, USA

As part of my graduation research, I collaborated with a Silicon-Valley-based company, BloomReach to identify the challenges of retailers when implementing AI-powered products. The project is not only ambitious that provides the rare qualitative data from the business context regarding the technology, but also comprehensive that addresses the gap of the management culture, workflow and knowledge with complex, statistic-based AI technologies.

Microsoft

UX Design Intern
July 2018 - Nov 2018
Beijing, China

My project was to refresh the navigation system of Bing News. Based on the literature review, I built a framework to evaluate the navigation of news-related competitors. Then, I did a comprehensive design exploration including styles, user behaviors and new features on both mobile and website platforms. As the results, two designs were selected with a verification of two-way ANOVA test. With the compelete result, I received a 9/10 in the internship evaluation from my mentor

Pulp media

Developer (Vendor)
April 2018 - Jan 2019
Helsinki, Finland

Collaborating with UI designer and project manager, I developed digital products. I constructed the front-end by latest tools like Gulp and middleman, and used highly-customized Wordpress to build the back-end. It provided me valuable experiences in collaborating with designers. It also helps me to identify a better approach to create scalable design guidelines and components.

DesignAct studio

UX designer (Freelancer)
Feb 2017 - Mar 2018
Taipei

I provided digital product services for clients from Asian Pacific and European area. During this time, I served 7 clients for their CI, website and graphic design assignments.

GCA Entertainment

Project manager
Mar 2015 - Jan 2017
Taipei

I promoted Digital Transformation in the music industry in Taiwan. As a Project Manager in GCA Entertainment, I was responsible for leveraging digital technologies to promote events and develop new digital-based business developments.

Honour

AI/UX Presentation in
Volkswagen Future Design Centre   Nov, 2018

Design Presentation in
Google Developers Group Beijing   Oct 2018

National research scholarship
Minister of Education (Taiwan)   June, 2018

Honours Programme Student
TU Delft   January, 2018

Orange Tulips Scholarship
Nuffic (the Netherlands)   April, 2017

Creative Talents to French Boisbuchet Programme
Minister of Culture (Taiwan)   September, 2016

Skill

Design

Adobe series	9 Years
Sketch.app	4 Years
Flinto	4 Years

Front end

HTML	9 Years
SASS(CSS)	8 Years
JavaScript	3 Years
Middleman	3 Years
Gulp	2 Years
Git	3 Years

Language

Mandarin	Native
English	Skilled