

Nancy Chen Ku

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Punchcut (11/2015 - now)

Interaction Design Consultant

- Designed key dashboard interface wireframes for a client with 15 million users.
- Designed mobile ticket seller user flow for client managing tens of thousands of tickets sold.
- Participated in vehicle experience design for a leading multinational automobile manufacturer.
- Designed experiences grounded in human-centered approaches, using design methods such as personas, user flow diagram, wireframes, information architecture, storyboards.
- Cross-platform interaction design in mobile (Apple iPhone, Android), tablet, web.
- Synthesized design guidelines via client workshop exercises and domain research.
- Designed interactive mockups using Sketch 3 and InVision.

ProductBio (1/2016-12/2016)

UX/UI Design Lead

- Collaborated closely with early stage startup to plan, design, develop, and launch web application, which helps sustainability officers influence procurement departments.
- Established user-centered design culture using persona, UI style guide, UX design process, storyboards, web app interaction patterns, visual and interaction direction.
- Gauged the effectiveness of existing interactions through user interviews and feedback sessions with sustainability departments (e.g. SF Environment).
- Hands on through the entire development process from design handoff, execution and refinement.
- Set product team priorities and timeline. Successfully hit product launch date milestone.
- Optimized team output by helping transition product team to agile processes.
- Maintained cross-functional communications across leadership, design, web dev, data science, sales.
- Startup has worked with SF Environment, City of Palo Alto, City of Los Angeles. Code for America company funded by Founders Fund and other VCs.

Tasteful Inc (9/2014-9/2015)

Senior UX Designer

- Focused on mobile app design for the Apple iPhone and Watch
- Designed and helped launch beta mobile app, Paleo Digest, which is rated 4.2 of 5 on Apple Store. Subsequent Tasteful app featured on FINE Magazine, InStyle Magazine, etc.
- Established design-engineering handoff via detailed specifications.
- Personally adopted the paleo diet to maximize user empathy when designing.

Leap Motion (9/2013-9/2014)

UX Designer

- Designed and built marketing home page to launch V2 of the hand tracking technology. Improved onboarding UX. Leap Motion is regularly featured on Wired, Mashable, TechCrunch, and similar channels.
- Designed Leap Motion Developer site for 200,000+ developer community.
- Personally became a Leap Motion developer to maximize user empathy.

Education

- Master of Human-Computer Interaction, Carnegie Mellon University
- Bachelor of Science, Computer Science, Minor Visual Art, Duke University