ANDREW YU KU

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WORK EXPERIENCE

UX Designer | Amazon Lab126

Jun. 2015 - Current Sunnyvale, CA

Work across Amazon Alexa platform and domain features; software and hardware UX. Execute voice only & multimodal designs based on users' contextual needs. Helped ship 4 major products in a year, including Amazon Tap, Movies & Showtimes, Volume Control and Calendar Event Creation.

UX Designer (Contract) | Astrohaus

May - Oct. 2015 New York, NY

Shipped the head-to-toe digital interface design for Freewrite (a.k.a Hemingwrite), a digital typewriter. Founded design tenets based on the business vision and user goal. Iterated system-level UX flows and frictionless out-of-box experience. Designed production-level UI modules, mockups, assets and guidelines.

UX Design Intern | Amazon Lab126

Jun. - Aug. 2014 Cupertino, CA

Delineated Amazon Fire TV voice search UX with PMs. Iteratively explored platform-level concept stories, interactions, and micro-level UI. Also drove qualitative research to validate designs and TV usages.

UX Intern | LongGood Rehabilitation System

Aug. 2012 - Jul. 2013 Taipei, Taiwan

Improved usability for Kinect-based rehabilitation software by conducting qualitative research with senior users. Redesigned software information hierarchy, gestural interactions and UI graphics.

Assistant Account Executive | Vision Medical PR

Jul. 2010 - Sep. 2011 Taipei, Taiwan

Advised and executed web information design and web content strategy for pharmaceutical companies. Promoted to an AAE after one year as marketing intern.

EDUCATION

University of Michigan

M.S. in Human-Computer Interaction

May 2015   Ann Arbor, MI   GPA: 3.925

National Chengchi University

B.A. in Journalism & Political Science

Jun. 2013   Taipei, Taiwan   GPA: 3.82

PROJECT

Distressed Property Report

UX Designer   Ann Arbor,MI

Worked with City of Jack, MI to solve the transparency issue of demolition processes. Produce a cross channel design solution, with a website and physical prints to engage citizens with the blight removal process.

Greenmap.org Redesign

Design Volunteer   New York, NY

Volunteered to redesign the non-profit Greenmap.org. In 5 days, conducted rapid stakeholder and user research. Mapped out a new responsive web structure with rapid wireframing and Axure prototyping.

SKILLS

HCI Methods	Design & Tools
Contextual Inquiry	Adobe Suite:
Competitive Analysis	Ps, Ai, ID, Au, AE, Fl, Pr
Rapid Prototyping	Sketch 3
Persona Building	Axure
Flow Analysis	Quartz Composer
WoZ Testing	Final Cut Pro

Programming	Language
HTML, CSS	English
Javascript, JQuery	Mandarin
PHP, Action Script 3.0	