

CHEN YI CHUN

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SUMMARY

Product designer with 3+ years of experience uncovering user needs and delivering innovative solutions for everyday life.

Skilled in observation, user empathy, and problem-solving under real-world constraints. Key achievements include collaborating cross-functionally on the Cobra Hanger (4,000+ sales, secured design patent) and creating Blind Shopping, recognized as a Featured Finalist at the 2017 IDEA Awards (USA).

Specialties:

- Conduct qualitative and quantitative research. Able to independently analyze data and translate insights into actionable design initiatives to meet customer needs.
- Skilled in idea sketching, 3D modeling, and prototyping for end-to-end user experiences.
- Proficient in design tools including Illustrator, Photoshop, Rhinoceros 3D, KeyShot, Adobe XD, and Figma.
- Strong communication and cross-functional teamwork skills.

Passionate about experimenting with design to enhancing the user experience when interacting with products. I believe that designers set trends, which drives me to aim for world-class standards and pursue my goals wholeheartedly.

EXPERIENCE

Jun. 2022 - **Product Designer of Tai-Mei Acrylic Co., Ltd.**
Present

- Cobra Hanger | ODM Project
- Analyzed existing hanger products to propose unique designs based on customer needs and patent constraints.
- Collected and coded customer reviews from e-commerce platforms, identifying 3 key pain points.
- Defined 2 user types (storage-oriented vs. display-oriented) and 2 usage scenarios (closet vs. wall-mounted) to inform design strategy.
- Designed 2 distinct “Cobra” hanger models for versatile use.
- Achieved 4,000+ orders, validating the product's design value and market acceptance.

Aug. 2017 - **Sighted Guide Volunteer of Taipei Light House**
May 2018
Assisted visually-impaired people in shopping process to understand their pain points and try to improve and simplify through design.

Jul. 2017 - **Researcher of Undergraduate Research Projects**
Feb. 2018
Investigated the experiences and difficulties encountered by people with visual impairment when shopping independently, and turned the results of the research into a design solution.

Jul. 2016 - **Instructor of Craftsman Courses in Carpenter Woodcraft Studio**
May 2017
Guided tourist groups which come from China, Japan, and US to make customized wooden products.

EDUCATION

2018 - 2020 **M.A. in Industrial Design**
Tatung university, Taiwan

Sep. 2019 - **International Exchange Student**
Mar. 2020
Graduate school of science and technology, kyoto institute of technology, Japan

2014 - 2018 **B.A. in Industrial Design**
Tatung University, Taiwan

LANGUAGE

Mandarin Chinese - Native

English - Conversational

Japanese - Conversational

SKILLS

Design

Journey Maps, Information Architecture, Sitemaps, User Flows, Concept Sketching, Wireframes, Prototyping, Data Visualization

Research

Interview, Field Study, Survey, Statistical Analysis, Personas, Usability Tests, Comparative Analysis

Tools

Illustrator, Photoshop, Experience Design, Rhinoceros 3D, KeyShot, Figma

LICENSE

2021 **TOEIC® Listening and Reading Test - 665**

2019 **Japanese Language Proficiency Test - N3**

2019 **Beginning of Chromatic Scheme manager**
Received by industrial development bureau, ministry of economic affairs.

ACHIEVEMENTS

2025 **Design Patent D236417**

Design work: “Cobra Hanger”

An innovative hanger that balances functionality and distinct identity through user review analysis and field insights. Successfully avoided existing patent conflicts and earned recognition with a granted design patent.

2017 **The International Design Excellence Awards (IDEA) - Featured Finalist**

Winning entry: “Blind Shopping”

A service design helps visually-impaired people safely navigate from one place to another and identifying objects on the shelves without any support from people without disabilities.