

Cyrus Chau

FULL-STACK PRODUCT DESIGNER

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A versatile product designer with attention to details, efficiency, quality, and flexibility, who loves critical thinking that leads to great problem-solving. Prioritizing the “Why” and “How” in innovative user-centric design strategy and making the design system accessible to all team players.

EDUCATION

Savannah College of Art and Design

Savannah, GA & Hong Kong
B.F.A. Illustration (Honors) - Class of 2016
Overall GPA: 3.8/4.0
Major GPA: 3.9/4.0

Product School

New York, NY
Product Management Course - 2019

SKILLS

Design

Wireframes
Prototypes
Branding
User Stories
User Research
Personas
I.A.
Design System
Product Management

Tools

Figma
Sketch
Adobe XD
InVision Studio
Photoshop
Illustrator
After Effects
Jira
Keynote

LANGUAGES

English
Cantonese
Mandarin

HOBBIES

Martial Arts

Kung Fu Instructor

Soccer

06 United NYC Player

Acting

Hong Kong Reality show “Kung Fu Supernova” contestant

EXPERIENCE

WORK

Axios Media, NY

Aug 2019 - Present

Product Design Lead

- Lead design process on mobile squad (iOS and Android) along with Product Manager and Tech Lead from ground up since August 2019 and successfully launched the app in 9 months with Facebook as launch sponsor.
- Axios app gained 4.9/5.0 on App Store and 4.8/5.0 on Play Store over 1.7k app ratings, drove 120K+ total installs and maintained 60K+ monthly active users since launch.
- Users overwhelmingly noted the app’s UI Design as their favorite aspect about the app in both a 500+ beta user survey and app store ratings.
- Heavily focused on user research to optimize user experience at early phase and continued iterating on product features based on user feedback.
- Drive end-to-end design process, including defining user problems, conceptualizing product idea, user research, user journey, wireframing and prototyping.

Blockparty Tickets, NY

Aug 2018 - Aug 2019

UX/UI Designer

- Designed and shipped 4 products (Customer-facing website, mobile app, Enterprise dashboard and mobile app) in 9 months.
- Lead external APIs integration design process for Sacramento Kings and Stubhub which have over 10K+ users each.
- Take into account existing insights, technical constraints, business needs, and specific market demands into UX/UI design in an agile sprint environment.
- Collaborate with multi-disciplinary teams including engineers, marketers and business development colleagues to outline product strategy, requirements workflow and deliverables.
- Set product guidelines with stakeholders and marketers.
- Review metrics (Google Analytics) and user data to validate product ideas.
- Assist on product management cycle including product roadmap, Jira tickets, and product meetings.

Keepsake Frames, NY

Mar 2017 - Jul 2018

UX/UI Designer

- Designed customer-facing iOS app and website that were shipped and widely adopted by 40k+ users in a 4 person startup.
- Understood user feedback, conceptualized ideas and turn them into iOS features and maintained 4.9/5.0 out of 12K ratings on App Store.
- Lead product design process from ideation, wireframing and prototyping to providing all assets needed for developers (iOS and Web).

Freelance

Sep 2013 - Feb 2017

Full-Stack Designer

- Worked for a variety of industries including fashion, garment, education, restaurant and martial arts on branding, website, logo, marketing materials and other visual design projects.