



## This is Chloe Wu / 吳佳育

UI Specialist  
ASUS Design Center, User Experience Design Dept.

Sr. Asst. Manager- UI  
HTC

Chief Designer  
Businessweekly

I am a designer from Taiwan, love to design, and always trying to improve myself.  
I am fashionable, active, and responsible.  
Have a solid design experience on both PC and mobile devices

## Education

2004 - 2007 Tatung University  
Industrial design / Master' s degree

1999 - 2004 Shih Hsin University  
Majored in Graphic Communications and Digital Publishing  
Bachelor' s degree  
( Minored in Department of public relations and Advertising)

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Portfolio  
<https://chloeeewu.com>

WHOWAMI?

# Working



2022 10 -  
Chief Designer  
商業週刊 Businessweekly

圓桌論壇2024 <https://www.businessweekly.com.tw/roundtable/>  
商周Plus App  
Ad Banner guide , and design



2022 08 -  
UIUX Design  
self-employed

Pioneer Legend brand, website and app <https://pioneerlegends.io/>  
Aion poker game website <https://www.aionpoker.com/>



2022 10 - 2023 07  
Sr. Asst. Manager  
HTC Creative Lab

Viverse companion app [https://play.google.com/store/apps/details?id=com.htc.vive.appstore.mobile&hl=zh\\_TW&gl=US](https://play.google.com/store/apps/details?id=com.htc.vive.appstore.mobile&hl=zh_TW&gl=US)

Viverse Setup Webpage <https://www.vive.com/tw/setup/vive-xr/>

VRS 3.0 Design system



2022 02 - 2022 10  
Senior User Experience Designer  
Pilotfish

ChinaLife i-Life app design/ Usability Testing / Creative workshop  
for next planning (FinTech)

7-11 OPENPOINT NEW Design/ Design Language System Building

Books New Website Design [https://www.books.com.tw/?loc=tw\\_website\\_001](https://www.books.com.tw/?loc=tw_website_001)

Fundrich Website Design / DLS (Fintech)

WORKING



2021 08 - 2022 02E

Contractor - Interaction Designer  
Frog Design

Responsible for app design of financial related products

Base on the requirements, make the design prototype in advance,  
after confirming the usability, improving the follow-up interaction,  
and transferring it to other RWD designers and RD engineers



2011 03 - 2021 11

UI Specialist , Function Senior Manager  
ASUS Design Center

Responsible for CRM Service , Device Integration and Innovative Product design  
Have solid design experience, can coordinate and discuss with other designers,  
have programming experience in university, that can work closely with software  
engineers, and provide appropriate guidance, and improve execution  
efficiency.

Interface Design- Good at Windows Software Design / Android and iOS Software  
Design / Web Design /Interactive Interface Design

UI/UX Research and planning

Design Language System



2009 03 - 2011 03

GUI Designer  
Inventec Design Center

2007 03 - 2009 03

Industrial Designer  
Inventec Design Center

## 2011 - 2012

AIO Family Dashboard (Windows app)  
台灣設計師週專案 - 靜音耳朵  
Win 8 Taskforce - Windows 風格提案  
Cloud File Manager - (Windows app)  
My Library , App icons (Android Pad - for Transformer )

## 2012 - 2013

File Manager (ZenUI 1.0 , Android Phone/Pad)  
ASUS Calendar (ZenUI 1.0, Android Phone / Pad)  
Setup Wizard (ZenUI 1.0, Android Phone / Pad)

## 2013 - 2014~

(Android Phone / Pad)  
Zen UI 2.0 Design Taskforce -負責新風格設計規劃與最終定案的設計師  
Setup Wizard ZenUI 2.0  
ASUS Calendar ZenUI 2.0  
Launcher ZenUI 2.0  
ROG Design Taskforce (Windows app) - 負責Gaming 風格設計規劃與最終定案設計師  
Robot Face Taskforce - 參與Zenbo 初始規劃與提案設計

## 2014 - 2015~

ASUS PhotoCollage (ZenUI 2.0) - 獲得2015年度Google Play最佳攝影應用軟體  
ASUS ZenFit (ZenUI 2.0 , Android phone / ZenWatch)  
ASUS ZenCircle (ZenUI 2.0)  
Setup Wizard ( ZenUI 2.0)

## 2016 - 2017

Zen UI 3.0 Design Taskforce -負責新風格設計規劃與最終定案的設計師  
相關app ZenUI 3.0 改版

## 2018 - 2019

ROG / Tuf ArmouryCrate (Windows App) - Gaming 風格規劃與提案統籌Final  
ScreenXpert 1.0 for ScreenPad與 ScreenPad plus機種 (windows 全系列app)  
華碩設計中心櫥窗設計規劃  
MyASUS (Windows App)  
2020 - 2021 Design Trend Taskforce -跨單位合作設計趨勢研究與定義

## 2020 ~

ScreenXpert 2.0 for ScreenPad與 ScreenPad plus機種 (windows 全系列app)  
Motion UI design Guideline - 定義雙螢幕機種的互動規則  
ProArt Dial 提案設計師 (Windows app )  
MyASUS ft. Link to MyASUS (Windows app)  
ASUS Partner Portal Website - for ASUS Business BU  
ASUS Image Maker Website - for ASUS Business BU  
AI Recovery (Windows app ) - for ASUS Business BU  
Design Synergy - 跨單位合作制定華碩介面設計準則