

Iris Chu
(Minhua Zhu)

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irischu.com
irischu.mhz@gmail.com
480 300 9416

Areas of Expertise

–
Interaction Design
User Interface Design
User Experience Design
Web Design
Front-end Development
Prototyping
Product Design
Branding
Visual System Design
Information Design
Data Visualization
–
Storage Products
Software Testing
Software Debugging
Problem Solving
Customer Support

On the web

–
LinkedIn
Behance
Dribbble

EDUCATION

ARIZONA STATE UNIVERSITY JUN '13 – MAY '16
Master of Visual Communication Design, GPA 4.0/4.0

SHANGHAI JIAO TONG UNIVERSITY SEP '05 – JAN '08
Master of Science in Engineering
Microelectronics and Solid State Electronics, GPA 3.49/4.0

ZHEJIANG UNIVERSITY SEP '01 – JUN '05
Bachelor of Engineering
Electronic and Information Engineering, GPA 3.71/4.0

EXPERIENCE

ARIZONA STATE UNIVERSITY SEP '13 – Present
UI/UX Designer | JAN '17 – Present
EdPlus, Arizona State University, Tempe AZ, US

- Worked as the key contributor on multiple EdPlus and ASU web product teams
- Designed and shipped multiple digital products for online learners
- Led efforts in conducting user research, defining use cases and persona, as well as user testing in various product development phases
- Designed wireframes, storyboards, user flows, prototypes and high-fidelity interfaces
- Created websites, print materials and information designs for internally communication as well as external marketing and lead generation
- Worked on branding and visual system design for a variety of digital products

Faculty Associate | OCT '16 – DEC '16
The Design School, Arizona State University, Tempe AZ, US
– Taught *Information Design* which is one of the core studio classes for Visual Communication Design graduate students

Assistant Research Professional | AUG '15 – JAN '17
The Biomimicry Center, Arizona State University, Tempe AZ, US
(*The content of the project can not be included due to IP confidentiality*)
– Worked on Google ATAP projects as the main interaction and user experience designer

Web Designer and Developer | AUG '14 – MAY '16
Herberger Institute for Design and the Arts, Arizona State University, Tempe AZ, US
– Collaborated with faculty and staff, ASU branding office as well as University Technology Office, redesigned and developed all the school websites under Herberger Institute for Design and the Arts

Graphic Designer | SEP '13 – AUG '14
School of International Letters and Cultures, Arizona State University, Tempe AZ, US
– Worked as the main graphic designer and web designer oversaw all the print materials, web design and social media contents

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EXPERIENCE

EXTRA SMALL DESIGN AUG '16 – Present

Interaction Designer
Extra Small Design, Phoenix AZ, US
– Conducted user research and created design solutions for digital products
– Worked on various mobile application design

PS:STUDIOS MAY '15 – AUG '15

Web and Graphic Designer
ps:studios, Phoenix AZ, US
– Designed and developed Wordpress websites for major clients
– Worked on logo design, advertisements and promotional materials for multiple clients

IBM MAR '08 – MAY '13

Staff Software Engineer | MAY '12 – MAY '13
The International Business Machines Corporation (IBM China), Shanghai, China

Software Engineer | MAY '08 – MAY '12
The International Business Machines Corporation (IBM China), Shanghai, China
– Part of IBM Worldwide Screen team, supporting worldwide(EMEA(Europe/Middle East/Asia), AP and US) customers.
– Highest level of field technical support on IBM Storage Products. Worked as interface of the world wide product field engineer teams and the worldwide development teams.
– Provided quality screen to developers to expedite the issue solving process when customers met with the problems against the machine.
– Handled the problems associated with the instant copy, remote copy and disaster recovery and provided the root cause analysis and action plan to clients.
– Handled top5 and CIE(customer impacted events) cases to give the quickest response to the field team
– As a generalist of the IBM enterprise storage systems, gave the consultant to some VIP customers and supported their service window onsite or remotely.
– Communicated with developers about the products and features to help future enhancement.

Software Engineer | MAR '08 – MAY '08
The International Business Machines Corporation (IBM China), Shanghai, China
– Part of IBM Worldwide PFE team, supporting AP(Asia Pacific) customers
– Worked as interface of the AP field team and the worldwide development team
– Identified pervasive problems and provided action plans to recover machines
– Provided tips, documentation, and code fixes to resolve customer problems
– Worked closely with the Field Project Office to resolve customer complaints by visiting key customers and providing onsite support.
– Engaged development only if assistance needed
– Collaborated with Service Planning to develop technical or service strategies

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SKILLS**SOFTWARE**

Adobe Creative Cloud

InDesign

After Effects

Illustrator

Adobe XD

Photoshop

Sketch App

InVision

Principle

Keynote

WEB / PROGRAMMING

HTML / CSS / PHP

Javascript / JQuery

CMS (Drupal / Wordpress)

FTP / SSH

Responsive Web Framework

Unix / Linux

Google Analytics

D3.js

LANGUAGE

English

Mandarin

Shanghai Dialect

Cantonese

SELECTED AWARDS

2017 Communication Arts Interactive Award

2016 Adobe Design Achievement Awards Semi-Finalist (6 entries)

2016 Phoenix Student ADDY Bronze Awards

2015 The Design School Design Excellence Award

2015 Adobe Design Achievement Awards Semi-Finalist

2015 Selected Awards in The Good for Design International Poster Design

Competition&Exhibition-Highly Commended Best Poster Design & Manifesto

2014 Second Place of 2014 PSAid Broadcast Contest

2014 The Design School Design Excellence Award

2013 The Design School Design Excellence Award

THESIS / PUBLICATIONSMinhua Zhu (2016) *Narratives in Data: The Code and Form of Data Visualization* (Master's Thesis)Minhua Zhu (2008) *Study and Design of A 64 Grey-scale SXGA TFT-LCD Source Driver* (Master's Thesis)