

Nora Huang

Visual Designer



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Core Skills

Concepts Visualisation

Information Architecture Design

User Research

Wireframe & Prototype

UI System

Graphical Software

Figma	Advanced
Illustrator	Advanced
Photoshop	Advanced
Adobe XD	Advanced
HTML & CSS	Beginner

Languages

Chinese	Native
English	Fluent
Norwegian	Advanced
Japanese	Advanced
French	Intermediate

After 6 years leading design projects in London and Taipei, I recently relocated to France.

Expert in concept visualisation, information architecture and user research, my experience covers the design process from conception to implementation.

Creative and curious, I will be happy to answer your questions about my profile and learn more about your needs.

Experience

Visual Designer - Gigabyte, Taiwan

Dec 2018 - Oct 2021

Lead designer on six AI-featured products

- Responsible for the user interviews in Taiwan, Indonesia and Japan
- Development of the information architecture, UX flow, User journey in English and Chinese
- Production of the design reports and presentation to the stakeholders (PM, engineers)
- Delivery of the UI system and follow-up with the development team (5 front-end developers)

Design market research

- Competitors analysis on AI products and surveys of the design trends
- Presentation of several design events analyses (Apple WWDC, Adobe Max) during internal workshops

Product Designer - Walplus Ltd., UK

Jan 2016 - Jun 2018

- Create cohesive designs with the art director and marketing researcher
- Incharge of the design cycle from ideation to the final print file

Education

Master of Science - Biology

National Yilan University, Taiwan

2014 - 2016

Bachelor of Arts - Graphic Communication of Arts

National Taiwan University of Art, Taiwan

2009 - 2013

Web App for a People Counting System

GIGABYTE

TAIPEI TAIWAN

2020

Project overview

This AI-based people counting product aim to present a business insight from footfall, track and trace.

Achivement

- Developed a design system for data visualisation
- Learned to link footfall analysis with valuable retail insight such as conversion rate and campaign reach

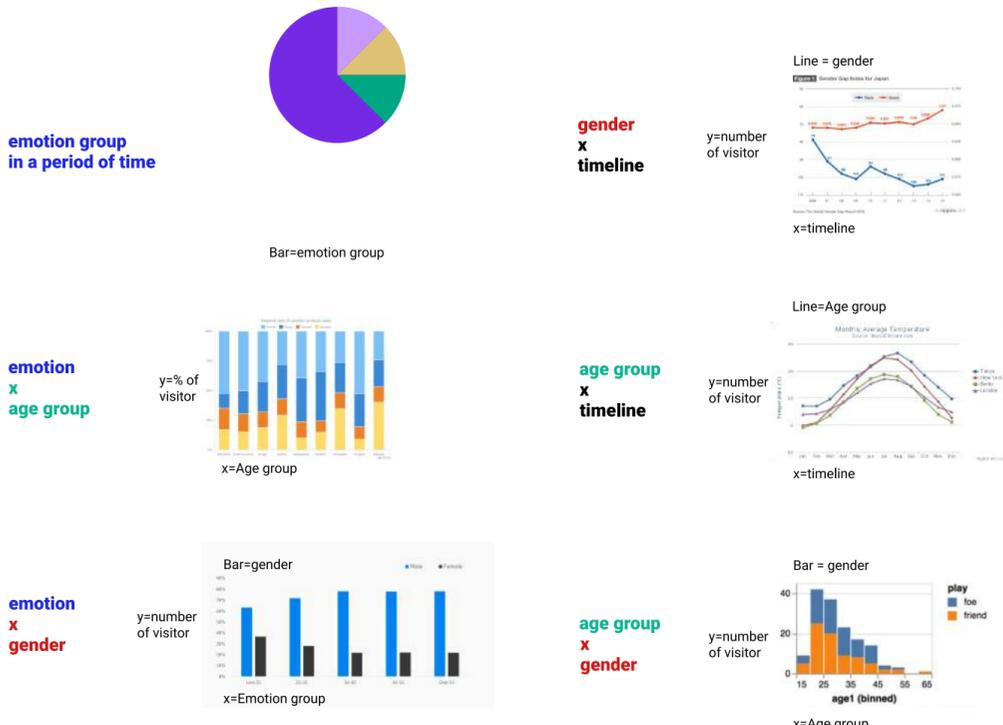
Visualinsight



Challenge

The challenge of this project was to become statistic savvy within a limited time. I carefully studied the data types we can collect from the image recognition system and found a proper method to present them.

Sorting types of data



Research & Interview

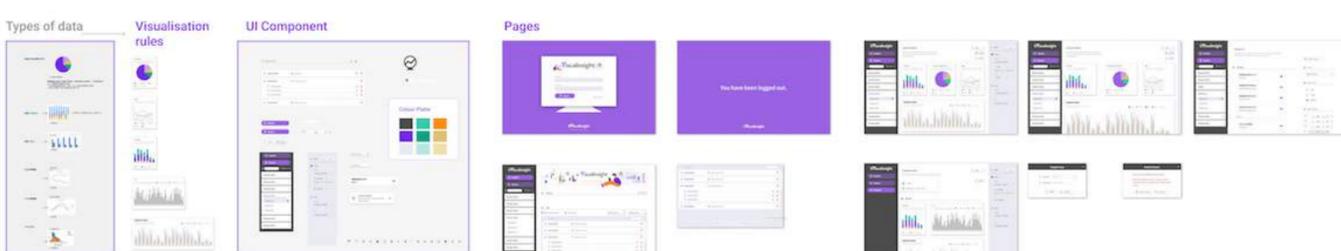
By consulting our sales representatives, I learned how to view information from the business point of view like a shop owner. Interviews and workshops with our algorithm developers have taught me about different data types, the image recognition abstract and trace track. Besides competitor analysis, I also study non-related products to expand my view of data visualisation.

Creation Process

According to the interview, users from different industries expect different types of insight. Hence developed a dynamic system for the column of the chart: 3 different sizes for every kind of chart display. Users can enlarge the statistic result they value the most and use the limited space for the most effective.

Final UI

The final delivery includes a data visualisation style guide, UI component and a complete hi-fi prototype. Before finalising the design, I conducted a usability test with 20 participants to ensure a smooth user experience.



Deliverables:

- Stakeholders Interview
- Sketches & Ideation Process
- Story Map
- Wireframes & Mockups
- Hi-Fi Working Prototype
- Usability Testing

Face Recognition Terminal for Access Control



Thermal sensor

GIGABYTE

TAIPEI TAIWAN

2020

Project overview

Redesigning a face recognition station with a new thermal sensors feature:

- Lead end-users through the scanning process
- Show their recognition results: identity, access right, forehead temperature.

Achivement

- Evolved a display system when the maximum state is six times more than the minimum state
- Organised usability test in Japanese and Chinese
- presented to the client in both Chinese and English

Challenge

The biggest challenge is to guide the users out of their old patterns. The requirement of the new feature is stricter than the previous version. A new guiding system has to be attractive and not too similar to the previous one to avoid reminding users of their old patterns.

Research & Interview

Competitors analysis involved three similar products and two non-related products. The study revealed the strengths of our product and avoided mistakes others had made.

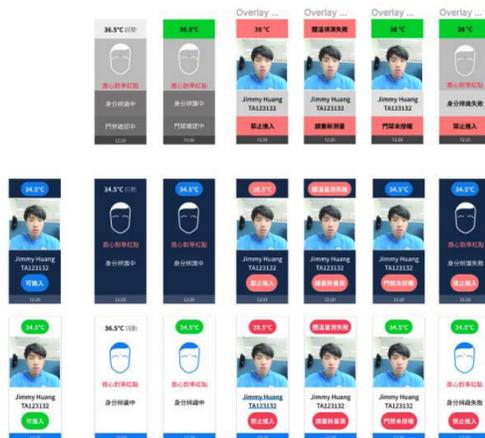
I interviewed ten users aged between 24 - 54 years old to know what we can improve from the previous version and how they interact with the thermal sensor.

Creation Process

To find out the better way to guide our user to such a specific area in front of the camera, I summarised the feedback from the previous interview. I analysed more than five other similar and non-related products. I then created three different designs and invited 25 users to define which design is preferred and significant.



One of the guiding design during the early testing stage



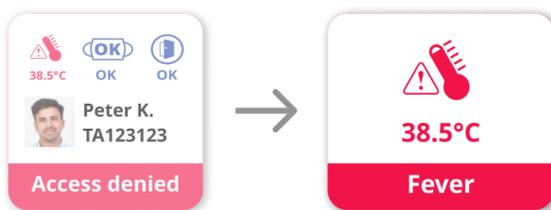
Wireframe and Prototype of one of the guiding design

Final UI

The new version has more information to display than the previous version. I studied five similar products and tried different ways to present massive recognition results in a limited space. I also submitted a study to the stakeholders explaining how users understand better by showing less information at once. At the last stage before launch, usability tests were conducted in Taiwan and Japan, with 20~23 participants on each side.



Mocking up the possibility of minimum and maximum of information might need to be displayed



Minimising the information, show only the necessary



Final UI in presentation

Deliverables:

- User Research
- Sketches & Ideation Process
- Wireframes & Mockups
- Hi-Fi Working Prototype
- Usability Testing
- Presentations for the Client

Web-Based Social Distance Monitoring Server

GIGABYTE

TAIPEI TAIWAN

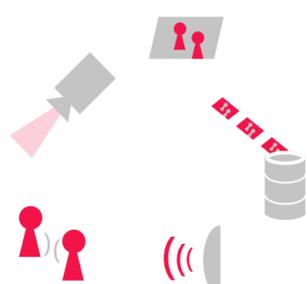
2020

Project overview

The product is a social distance reminder for indoor areas. We wish to remind people in the most gentle and least labour consuming method

Achivement

- Defined a pain-point and developed the solution into a fully-featured prototypes
- Designed the visualisation style for python algorithm result



Product Design

1. Camera capture image of people in the room

2. Image recognition server analysing distance between people

4. People get reminded by speaker

3. Server send speaker signal

Research & Interview

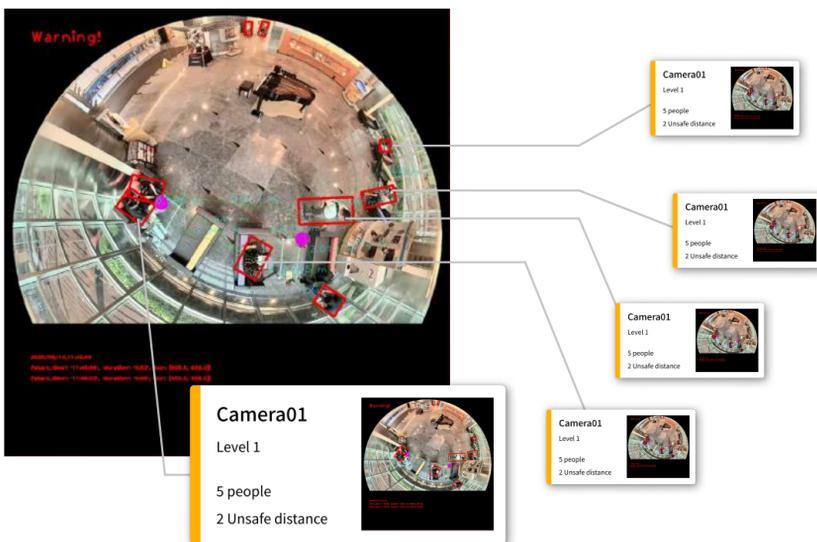
To know how aware people are of social distance and how they feel about the reminder idea, I created a few prototypes and invited colleagues outside of the dev team to play with it.

After the test, we finalised the goal of this project is to send the reminder in the least disturbing and least labour consuming way.

I also did my background research with our algorithm engineers had taught me how image recognition defined distance between in the image.

User Journey

I built the user journey based on the feedback from security guards, as they will be the person using the software. By studying a security guard's experiences when interacting with a security system, I see the importance of filtering information. Showing less essential information is more helpful to someone who needs to take action as soon as possible.



Creation Process

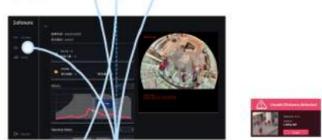
I adapted the idea of "Security level" to set the parameters (like distance, the duration that triggers the alert...) By selecting the security level, the user can finish the setting of all cameras in a few clicks.

Users can also filter the monitoring screens by security level, focusing on the most crucial area.

Monitoring



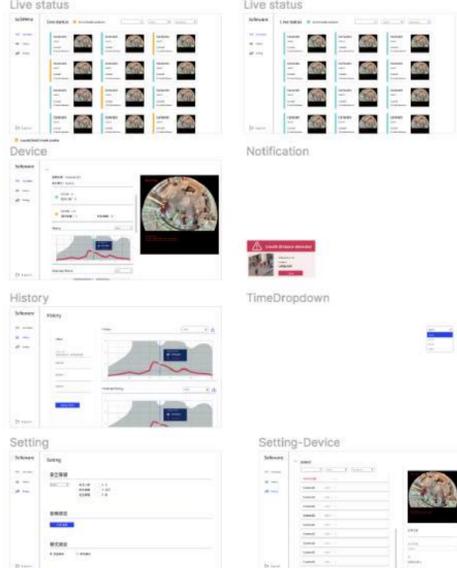
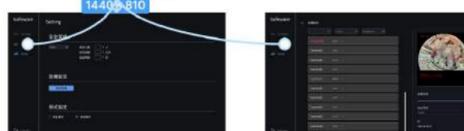
Monitoring (individual)



History and trend



Device setting



Final UI and Flow

Deliverables:

- Stakeholders Interview
- Sketches & Ideation Process
- Story Map
- Technical Plan
- Wireframes & Mockups
- Hi-Fi Working Prototype
- Usability Testing

Product Design for Safety and Security Monitor

GIGABYTE

TAIPEI TAIWAN

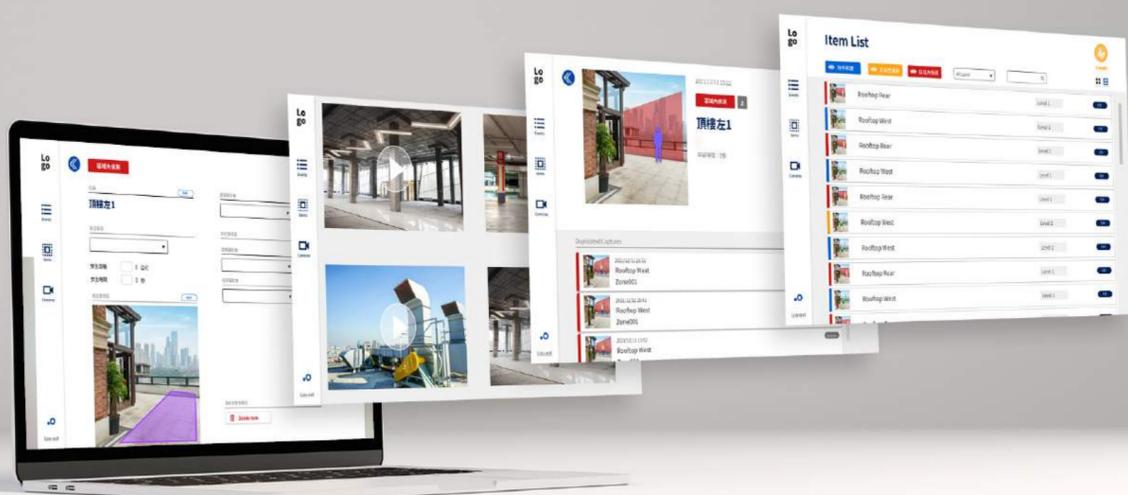
2018

Project Overview:

This is a security monitoring software designed to deploy quickly detecting unfavoured actions in the monitored area.

Achivement

- Introduced state of the art technology to the team
- Solved issue by thinking out of the box
- Conducted user testing and revised the design based on user feedback



Research & Interview

In the beginning, the task was to provide an alert system detecting the attempt of suicide by jumping off the rooftop, but I found we could do much more than that.

During the workshop brainstorming with our algorithm engineers, I learned that the server could recognise many more specific objects and actions. Also, I see the excellent adaptation of input recourses as a great business opportunity: whoever has a security camera can apply for this product and have an alert system.

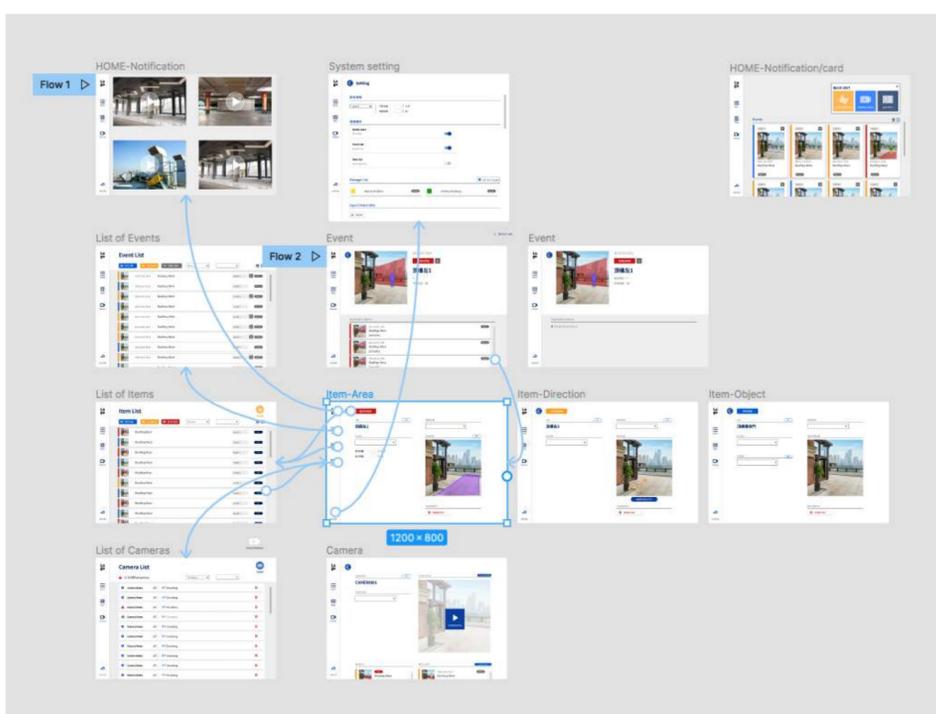
Challenge

The developers found a significant issue with image quality and speed of streaming. I unexpectedly ended up playing the critical coordinator and solved an urgent technical problem. I learned the idea of Region of Interest from Apple WWDC and proposed it to the project manager. This proposal brought the developer team extra time to fix the issue and significantly improved the user experience.

Creation process

After a few days of testing with the hardware engineer, we confirmed that enabling our user to set up the region of interest (ROI) can significantly increase image recognition efficiency.

I brought the mockup created in the prototype phase to the test phase to examine our assumption. In this process, I gather insights from usability testing, revise them, and retest them.

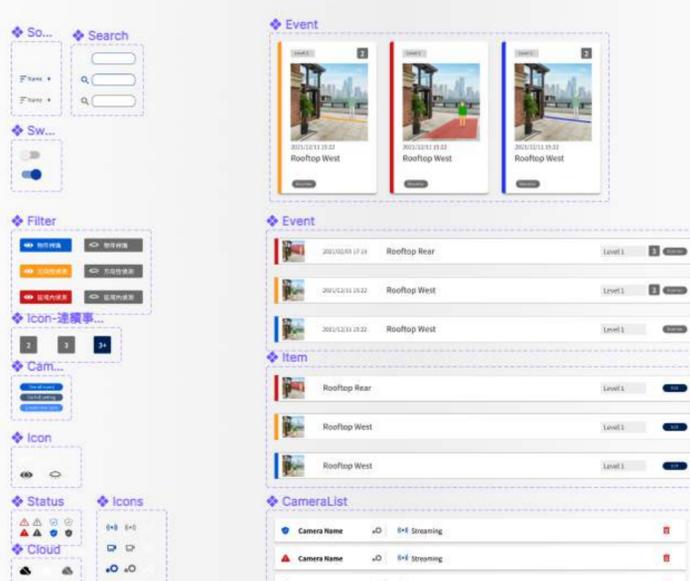


User Interface

After we had both the structure and the wireframes confirmed, I put it all together and designed the final UI.

The service has two different levels of monitoring: camera and ROI. Users can pick up to four cameras and display live streaming at the dashboard. The product provided three alert types in this version. The number of ROI on each camera is unlimited.

To determine the size and the number of alerts to show at once, I ran a preference test with our target audience. **The result shows more information was preferred over the bigger images by most users.**



Deliverables:

- User Research & Interview
- Sketches & Ideation Process
- Story Map
- Wireframes & Mockups
- Hi-Fi Working Prototype
- Usability Testing

UI Design for Website Experience Application

GIGABYTE

TAIPEI TAIWAN

2019

Project overview

The image analysing service was a build-in application on the website allowing the potential buyer to upload their picture and experience the service.

Achivement

- Composed competitors' analysis
- Created website content appropriate to the existing website

Research & Interview

After analysing two other competitors' websites, I found a similar pattern in layout design. I also noticed that users might feel it's hard to understand the function when the options column is too small. Since the targeting audients are also developers, I interviewed our developer team to collect their needs and preferences about the functions.

Image Result

Cold Result



Competitors' layout



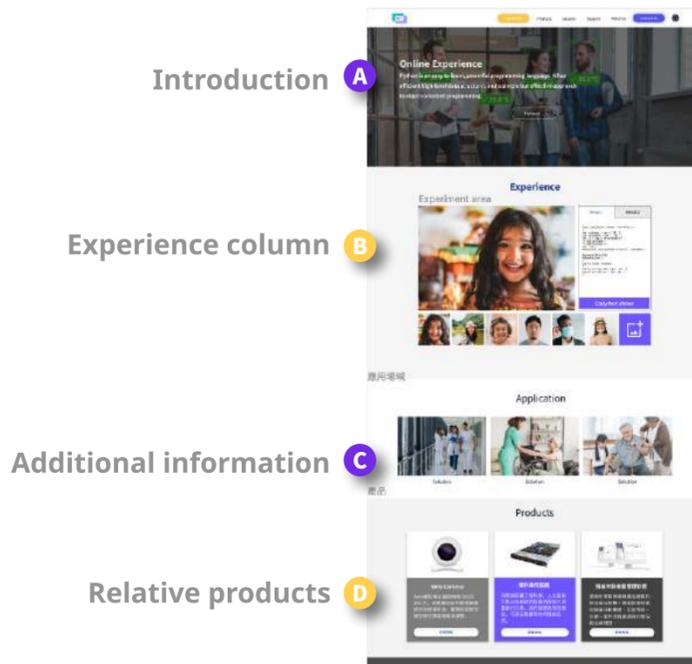
Option

Creation process

Compared to the competitor's layout, I enlarged the options column so the user could see the effect earlier. And added a button in the text result column to easily copy the test result for their reference.

User Interface

Besides the layout of this service itself, I also prepared the page layout in the final proposal. The competitor analysis and user interviews showed that a service experience could be a good start attracting potential buyers. Therefore I suggested adding additional information below explaining where can this service be deployed and suggesting hardware to attract potential buyers.



Deliverables:

- User Research & Interview
- Competitors Analysis
- Sketches & Ideation Process
- Story Map
- Wireframes & Mockups
- Hi-Fi Working Prototype
- Website Design

UI Design for Android Tablet App

GIGABYTE

TAIPEI TAIWAN

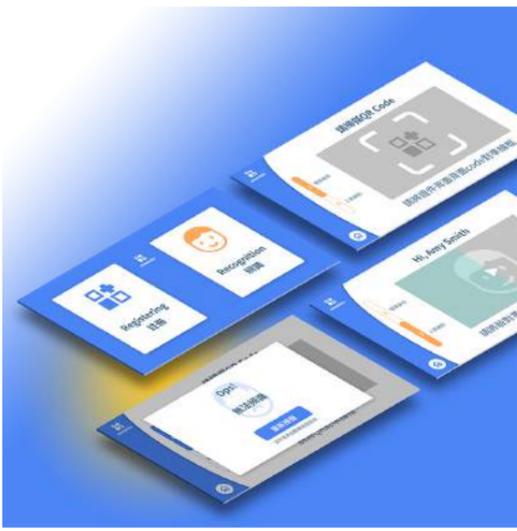
2019

Project overview

The product is made to serve in some city halls in Columbia. The goal of this UI design was to guide users through a facial recognition process.

Achivement

- Assisted the project manager and coordinated in the 100% remote-based team
- Developed a UI style that suitable for the target user



Challenge

Making sure everyone is on the same page is the main challenge for the remote-based team. I introduced Figma to the front-end developers and PM to avoid lag of file updating and misunderstood. Figma is also a good tool for online meetings. It's much easier to communicate by sharing a URL link than screen sharing.

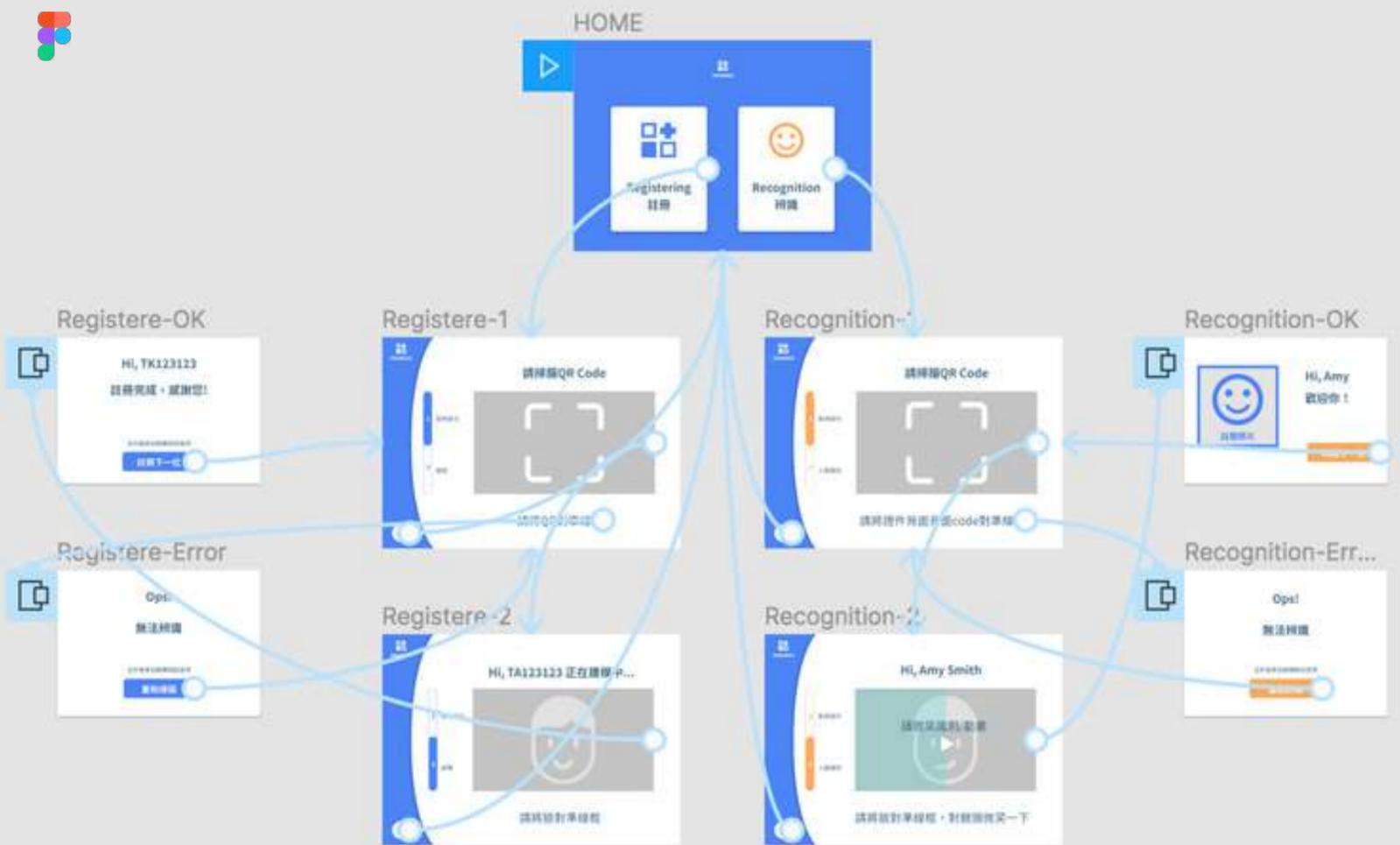
Creation Process

Considering the wide range of user ages: easy to read and understand are on top of the principles. I picked colours that give a feeling of friendly and calm to fit the image of the city hall.

To create a friendly interface for user age range varied, I tried to develop the process less dependent on words.

Final UI

The colour style was in bright blue and highlighted by saturated orange inspired by the Guatapé colourful street. I built the whole design process and final delivery on Figma.



Deliverables:

- Wireframes & Mockups
- Hi-Fi Working Prototype
- Usability Testing
- UI System (Figma)