

# Design for Users, Technology, and Business

**Roy Chen is an energetic Product Planner & Designer with a strong focus on Product Development and Mobile Application Innovation.**

He started his design career from industrial designer, he has solid experiences in hardware product design. Roy practiced design thinking process in many innovative projects when he worked with acer & IDEO company, then he began to expand his design role from industrial designer into full product designer. When he joined Gogolook to be a Design Director and Product Director, he was in charge of Whoscall APP design and whole product planning that reached more than 30 million downloads in the end of 2015.

Roy likes to challenge new topics and work in an entrepreneurial environment. In 2017, Roy joined an early stage startup - Ddoor. Roy played the planner and designer role to incubate the meal order transmission system by mobile technology and data analytics in 4 months. Our team reached 20 stores and gained 66% repurchase rate in 3 months after we launched the service. Then, Roy joined KKday to be the backend system product owner. His passion for solving problems in business level, Roy led the team to build the ticket warehouse system and risk control system from zero to real in 6 month.

As a leader in a small start-up and a big company, he built a team culture based on lean startup thinking (build-measure-learn) and led product/design team execute the high quality results to fit company vision, user's needs and technical feasibility. Although many of his projects reflect current trends and the latest technology, Roy believe user-centered perspective is the key in the success of product and service.

His works span a variety of industries and products such as travel technology, O2O service, mobile APP, e-commerce website, consumer electronics, and home appliances. He never limit himself in the field of product design.

His passion is to transform ideas into realities, observe user behavior and find the real needs, build the process and optimize the flow, find the balance between user, technology, and business.

*Roy Chen*



Roy Chen

Product Plan & Design

## Expertise

- Product plan and design
- Mobile experience design
- Design thinking process

## Passions

- Incubate ideas into reality
- User experience observation
- Find the balance between users, technology and business

## Interests

Camping, triathlete



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## Work Experience

### KKday

Product Owner, 2017.11-Now

Be the owner of backend system and supplier platform, in charge of order processing automation, ticket warehouse system building, risk control system building and supplier operating system.

### Ddoor (5breakfast)

Product Director, 2017.01-2017.08

Incubated O2O service from ideas into reality. Established meal order automation system by mobile technology and big data analytics. Led a team based on lean startup process to verify PMF weekly.

### Gogolook (Whoscall APP)

Product Director, 2014.12-2015.08

Design Director, 2014.02-2014.11

Led designers and planners deliver better APP user experience and achieved business vision. Experienced 3 main stages in Whoscall: data growth, user growth, and revenue growth.

### acer + IDEO

Joined Designer, 2013.04-2013.11

As a representative acer designer, he co-worked with IDEO designers in many innovative projects in San Francisco. Experienced the whole design thinking process and joined most design activities during these 8 months.

### acer

ADS Design Leader, 2013.11-2014.02

Design Supervisor, 2010.08-2013.03

Roy played a role to build acer PC design languages and communicated with PM and sales team. Hosting design thinking workshops in acer to inspire internal product development process.

### Lunar

Design Intern, 2008.06-2008.11

Roy involved in HP AIO PC, Illumina healthcare device, Wrigly package design in 6 months.

### TsannKuen

Senior Designer, 2005.08-2010.07

Design many home appliances – blender, coffee maker, solar appliance. Won IF, Red dot award in 2008. As a design leader in 2009, Roy was in charge of beverage product line in Xiamen.

## Education

NTHU, Master of Industrial Engineer & Management, 2003.09-2005.07

NCKU, Bachelor of Industrial Design, 1998.09-2003.07