Tony Chu

Product Designer and Prototyper

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Experience

Product Designer (2013–present)
Sift Science Inc. in San Francisco, CA
First product/design hire. Responsibilities included designing the product's user interface; hiring; managing the design team; marketing (e.g. website, trade shows); and working cross-functionally to incorporate feedback from sales, support, and engineering. Notable projects include:

- Led redesign of product experience, with the goal of streamlining the processes customers used to review and identify fraud. As a result, the Sift Science console became a key competitive differentiator for the product.
- Designed the Formulas feature, which enabled customers to make automated decisions based on Sift Science's machine learning analysis by encoding their business logic in a user-friendly UI. This feature addressed a major barrier to adoption among large customers.
- Cultivated cross-functional design feedback culture through organizing open design critiques, which more than 40% of the company (eng, marketing, support, etc.) attends regularly.
- Developed data visualization tools for the product as well as for internal use.

Product Design Intern (Summer 2012)
Betaworks Inc. in New York, NY

- Created wireframes of and prototyped redesign of Findings.com using Illustrator, Java script, and Python.
- Redesign was adopted and launched during internship.

Web Coordinator (2008–2011), **Program Administrator** (2007–2008)
University of British Columbia in Vancouver, BC

- Worked with cross-functional team to build the first university-wide CMS
- Initiated and completed transition of UBC Public Affairs website from static files to WordPress based content management system.

Relevant Side Projects

R2D3.us
An experiment in using interactive data visualizations to illustrate statistical thinking. The first post in this series, 'A Visual Introduction to Machine Learning' garnered over 250,000 views in the first 30 days after it was published.

Education

Master of Fine Arts in Interaction Design (2011–2013)
School of Visual Arts in New York, NY

- Recipient of Paula Rhodes Memorial Award for Exceptional Achievement in Interaction Design

Bachelor of Arts in Cognitive Systems (2003–2007)
University of British Columbia in Vancouver, BC

Relevant Skills

Data visualization

Product Design

Graphic and communication design

UI engineering (Backbone.js + React.js)

User experience research

User journey storytelling through video