

Justine Dai

Content Strategist | UX Researcher | Creative Facilitator

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- Expertise in content strategy, user-centered research, and customer analysis.
- Talented in facilitating creative sessions to enhance communications between stakeholders.
- Familiar with the life cycle of product developments, from planning, designing, manufacturing, to market branding.
- Specialized in streamlining complex relationships into easy understanding visuals.

- Strategic Product Design
- User & Market Research
- CX / UX Design
- Innovation Management
- Visual Design
- Creative Facilitation
- Service Design
- Data Visualization
- Adobe CS / 3D Modeling

[Ai · Ps · Id · Ae · Pr / Alias · Creo · Rhino]

CAREER EXPERIENCE

- 2020 ● **Philips**, Drachten, Netherlands
○ **Product Researcher**, Mar 2020 - Present
- Responsible for identifying and validating product innovation through qualitative and quantitative research methods. Translate Marketing insights into usability requirements for the development of home caring appliances. Contribute to the project team by defining product options through the lens of consumer needs, driving for satisfaction.
- 2019 ● **Aegon N.V.**, Den Haag, Netherlands
○ **Business Strategy Intern**, Aug 2018 - Jan. 2019
- Spearheaded three innovative initiatives for future service concept that resulted in internal discussions between departments and the board of executives
- Executed comprehensive qualitative and quantitative research with employees and consumers to match behavior expectations. Strategically utilized academic design mythologies to solve practical company problems. Proposed enlightening future roadmap for customer financial future awareness.
- 2017 ● **Foxconn Industrial Internet Co., Ltd**, Taipei, Taiwan / Shenzhen & Zhengzhou, China
○ **iPEBG Product Designer**, Oct 2014 - Feb. 2017
- Negotiated design thinking in a tradition minded company to relate to diverse viewpoints.
- Created new and innovative designs for a traditional OEM based corporation. Developed a series of manufacturing machine design models standards and collaborated with internal design resources and external suppliers. Crafted phone accessory designs that met customer demands. Marketed an anti-shock case to a new generation by utilizing female viewpoints.
- 2012 ● **Reddot Design Museum**, Essen, Germany
○ **Museum Intern**, Apr. 2012 - July. 2012
- Assisting the presentation of the exhibition.
- 2011 ● **Green Room Design Corporation**, Taipei, Taiwan
○ **Product Design Intern**, July. 2011 - Oct. 2011
- Bridged between traditional artisan craftsmanship and design manufacturing.

MSc THESIS RESEARCH, Jan 2019 - Aug. 2019

[Explore the untapped digital data of neglected tropical diseases, and provide insights for stakeholders to take strategic actions.]

Introduced an overview of the untapped digital data for a disease elimination procedure from a user-centered perspective. Streamline complex stakeholder relationship requirements into visualizations. Paves the way for future innovation interventions in developing countries.

EDUCATION

- 2019 ● **Master of Science**, Aug. 2017 - Aug. 2019
Delft University of Technology, Netherlands
Industrial Design Engineering, Strategic Product Design
- Thesis under department of Design for Sustainability
 - Delft Global Initiative student research funding support
- 2014 ● **Bachelor of Art**, Aug. 2009 - Jun. 2014
College of Design, Shih Chien University, Taiwan
Industrial Product Design
- 4 years of Academic Excellence Award Scholarship
 - GPA 3.83/4.0
- 2013 ● **Exchange Program**, Aug. 2012 - Feb. 2013
Köln International School of Design, Germany
Integrated Design

LANGUAGE ABILITY

- ● ● ● ● Mandarin Chinese - Native
- ● ● ● ○ English - Advance (C1/ IELTS 7.0)

SOFT SKILLS

Analytical thinking / Visual thinking / Facilitation / Teamwork / Leadership / Agile / Observation / Detail oriented / Communication and Storytelling / Non-verbal communication / Problem solving / Culture adaptability