



CRAIG KUO

Build the future with delightful UX

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FULLTIME EXPERIENCE



RockCity General Manager of Taiwan

#Social #Blockchain #Dapp

JUL 2022 – OCT 2023

alphagram is a social wallet that enables on-chain payments with Telegram social graphs to transfer, send, swap, and pay in dApps. (Link at link3.to/alpha)

- Led product and 20+ tech stack with official strategic partnership, including Alchemy, BNB, Circle, CyberConnect, Mask Network, Oasis Network, Polygon, ...etc.
- Operated 1 million user community, airdrops and content strategy.
- Grantee in 14 Web3 dev/grant programs.



ChargeSmith Co-Founder & Chief Operating Officer

#EV-charging #SaaS #Map-app

APR 2019 – JUL 2022

"Charge like a pro." ChargeSmith offers EV owners an end-to-end charging solution with Charging Map App, EV PLUS Platform (SaaS) & Pay, and ChargeSmith Network.

- TOP1 EV charging map and TOP30 EV Brands in Taiwan by Business Next.
- EV charging map reached 70% of Taiwan coverage and avg.40% 7-day retention.
- Key official partnerships: Google Map, Cathay Financial Holdings, and Wallbox.



Kika Tech UX Director & General Manager of Taiwan

#Keyboard #AI #App

MAR 2017 – APR 2019

"Say it with Kika" makes seamless mobile communication that allows users to freely express every ideas for 280 million users with 60 million MAU in 2018.

- Led team of 25+ for AI keyboards achieving 1M sending times of content per day.
 - Iterated voice keyboard to optimize user retention 5.9% higher than Google voice.
- And published a voice interaction patent USD874491S1.

- Built-up and led KikaDesign of 20+ that included keyboard, content, voice, and IPs from Beijing, San Jose, Taipei, Gurgaon, Bangalore for all design functions better.



ASUS, Design Center Senior UX Designer

#Consumer-products #IoT #App

NOV 2013 – MAR 2017

- Led communication experience of ZenFone product, including calling & messaging, private, safe experience, and build-in services with AT&T and KDDI.
- ASUS IoT design from business opportunity to design direction, including Zenbo for Smart Home (home robot product) and VivoWatch (mobile healthcare).
- Led Mesh Wi-Fi product UX and design. Published a design patent US10411817B2.
- Cooperated IoT data plan with partnership Google Weave.



Acer, Innovation Lab UX Researcher

#Consumer-products #Cloud #App

FEB 2012 – JUN 2013

- Led user research for tablet and accessories experience.
- Framed scenario interaction modes for AcerCloud and Aspire R7 product projects.
- Conducted usability testing for keyboard, camera, and battery experience.
- Published 2 design patents US20140164960A1 & TW201510841A.



Groupon Web Product Manager

#E-commerce #Web

OCT 2011 – FEB 2012

- Planned and launched a new travel channel, Groupon Getaways.
- Redesigned the navigation and content layout with the Malaysia team.
- Cross-team collaboration for operating tools, including refund proposal, deals map analysis, EDM framework, and statistical report.

EDUCATION

National Taiwan University of Science and Technology

Information System & E-commerce

M.A. 2008 – 2010

Soochow University

Computer and Information Science

B.A. 2004 – 2008

PATENTS

Display screen with computer- generated graphical user interface

US Patent USD874491S1

Publication date 2018/1/12 (Cited by 58)

Method for grouping and managing web pages

US Patent App. 14/085,799

Publication date 2014/6/12 (Cited by 20)

Electronic device, operation method of electronic device, and non-transitory computer readable storage medium

US Patent USD874491S1

Publication date 2019/9/10

Portable personal terminal and method for setting icons of the same

TW Patent TW201,510,841 A

Publication date 2015/3/16

SKILLS

User Experience
User-centered Design
Product Management
User Research
Competitor Analysis
Strategic Planning
Information Architecture
Web Development
Strategic Partnerships
Storytelling