Wen-Shu (Nina) Huang

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SUMMARY

UI/UX, web, and graphic designer with 10+ years of experience across fintech, B2B SaaS, and online community platforms. Experienced in designing user flows, dashboards, and responsive websites that turn complex workflows and information into clear, usable interfaces. Also experienced in graphic and print design, working with clients, product managers, developers, and vendors from concept through delivery.

WORK EXPERIENCE

Freelance UI/UX, Web & Graphic Designer

2022 – Present

MsPay — Crypto asset management platform for the Indian market

- Designed key features across Portfolio, Assets, Swap, Transactions, and Rewards, including user flows, dashboard layouts, and final UI.
- Moved KYC verification later in the onboarding flow, allowing new users to explore the platform before completing the required verification steps.
- Designed transaction and swap flows with clear confirmation and error states to help users understand each step and avoid mistakes.
- Worked with product managers and developers to review requirements and resolve design issues.
- Prepared UI specifications and final design files for developer handoff, and delivered the designs to the operations team for launch.

Web & Digital Design

- Design, build, and maintain responsive websites on Wix and WordPress for individuals and small businesses.
- Redesign existing websites to improve page organization and maintain a consistent visual style across pages.
- Work directly with clients from planning through launch, and manage ongoing content and visual updates.

Graphic, Print & Marketing Design

- Create digital and print materials, including promotional graphics, banners, social media images, and website visuals.
- Prepare production-ready print files and coordinate with external vendors and print shops.

Senior UI/UX Designer

Wanwin Tech Co. | B2B SaaS platform

Contract / 2022 – Present

- Provide ongoing design support for the platform.
- Train team members on weekly report preparation and provide consulting support.

Full-time / 2018 – 2021

- Managed design projects and worked with product managers and developers to define priorities, timelines, and deliverables.
- Designed SaaS tools and features from wireframes to final UI and developer handoff.
- Ran an A/B test on the currency-exchange flow: compared showing the estimated exchange amount first versus at the end, and used the conversion-rate difference to decide the order of the steps.
- Ran usability tests to find problems in payment flows and guide design changes.
- Reorganized navigation and page structure to make key tools and information easier to find.
- Built reusable UI components and helped develop a design system used across three product teams.
- Created interactive prototypes and design specifications in Figma and Axure for team reviews and development.
- Maintained daily operational records in Excel, prepared weekly comparison reports, and presented key findings at cross-department meetings.

Junior UI/UX Designer

Wanyu Tech Co. | Online Forum and Content Platform | 2014 – 2018

- Drove the UI direction and feature simplification for a platform redesign; active sign-ups increased by 65%.
- Conducted user surveys to identify pain points and inform the platform redesign.
- Used A/B testing, click-rate and heatmap analysis, and usability testing to evaluate design changes and guide further improvements.
- Reorganized content layouts and added personalized recommendations to help users find relevant posts.
- Simplified daily actions such as posting, replying, and checking notifications.
- Updated navigation and added interest tags to improve content organization and support a growing user base.
- Created graphics and promotional materials for online community campaigns, social media, and forum activities.
- Designed branded print materials, business cards, event materials, and merchandise; prepared print-ready files and worked with print shops.

EDUCATION

Graduate Studies in Graphic Design | Academy of Art University, San Francisco, CA | 2010 – 2014
B.A., Digital Media Design | Ming Chuan University, Taiwan | 2009

SKILLS

UI/UX & Product Design: UX research, usability testing, user flows, information architecture, interaction design, wireframing, prototyping, design systems, dashboard design, data-heavy interfaces

Graphic & Digital Design: Graphic design, visual communication, print design, packaging design, layout design, typography, visual hierarchy, promotional materials

Web & Content: Website design and maintenance, CMS, WordPress, Wix, responsive web design, web content updates, content organization

Tools: Figma, Sketch, Axure, Zeplin, Lottie, Adobe Creative Suite, Microsoft Excel

Collaboration: Project coordination, client communication, vendor coordination, cross-functional collaboration, developer handoff

Languages: English and Mandarin Chinese