

WORK EXPERIENCE

Senior UI/UX Designer | Product Design

Freelance • U.S. • 2022 - Present

- Led end-to-end product design for fintech and operational platforms, guiding early-stage and growth teams from concept to launch.
- Turned ambiguous business requirements into structured user journeys and intuitive workflows rooted in UX research insights.
- Designed secure onboarding and account management dashboards that simplified operations and reduced user errors.
- Partnered closely with product managers and engineers to align design solutions with technical feasibility and evolving product goals.
- Delivered high-fidelity prototypes and functional documentation within tight timelines, supporting successful go-to-market execution.

Senior UI/UX Designer | Product Design & Project Management

Wanwin Tech Co. • 2018 - 2021

- Managed full product design lifecycles for high-traffic applications, focusing on usability and workflow optimization.
- Defined scalable interaction patterns and contributed to a cross-team design system to ensure consistent user experiences.
- Restructured information architecture and optimized content discovery, improving workflow efficiency and feature adoption.
- Delivered interactive prototypes and developer specifications in Figma and Axure to streamline implementation.
- Coordinated timelines, priorities, and stakeholder communication as both design lead and project manager.

Junior UI/UX Designer | Product Design

Wanyu Tech Co. • 2014 - 2018

- Redesigned Taiwan's largest online forum platform, driving a 65% increase in active user engagement.
- Re-architected content hierarchy and personalized recommendation modules to boost discoverability and retention.
- Simplified posting, response, and notification flows, increasing daily activity frequency.
- Introduced interest-based segmentation and scalable navigation models to support fast-growing user traffic.

Junior Graphic Designer

Para Industrial Co., Ltd • 2009

- Designed product packaging, print materials, and web graphics, helping establish brand guidelines for e-commerce and retail products.

EDUCATION

Graphic Design /M.F.A. Program

Academy of Art University
2010 - 2014

Digital Media Design /BA

Ming Chuan University
2005 - 2009

SOFTWARE SKILLS

Figma
Sketch
Axure
Zeplin
Lottie
Adobe Creative Suite

CORE SKILLS

UX Research & Usability Testing
Complex Data UX Design
Scalable Design Systems
Interaction & Visual Design
High- & Low-Fidelity Prototyping
AI-Driven UX (Human-in-the-Loop)
Responsive & Adaptive Design
Cross-Functional Collaboration