

WEN-SHU HUANG

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Authorized to work in the U.S.

WORK EXPERIENCE

Senior UI/UX&Product Designer

Freelance • U.S. • 2022 - Present

- Led multiple cross-functional UX projects for fintech and crypto products, from discovery to launch, ensuring smooth rollout and stakeholder alignment.
- Conducted user interviews and usability tests to refine user flows and inform design decisions for web and mobile experiences.
- Created wireframes, high-fidelity Figma prototypes, and detailed UI specifications to hand off to development teams.
- Defined product goals and streamlined end-to-end user journeys, collaborating closely with clients, product managers, and engineers.
- Advised clients on design system structure and component usage to maintain consistency across platforms.

Senior UI/UX /Project Manager

Wanwin Tech Co. • 2018 - 2021

- Led UI/UX for key mobile apps, overseeing design systems and mentoring junior designers to ensure consistent patterns and visual language.
- Acted as project manager to set priorities, manage timelines, resolve bottlenecks, and allocate resources across teams.
- Collaborated with developers using Figma and Axure to deliver interactive prototypes, animations, and production-ready design specs.
- Partnered with stakeholders to define UX requirements, align on business objectives, and iterate based on user feedback and analytics.
- Facilitated design reviews and workshops, presenting design rationale and incorporating feedback from leadership.

Product Designer / Project Manager

Wanyu Tech Co. • 2014 - 2018

- Redesigned Taiwan's largest forum app, improving user flows and bookmark features, which increased active users by 65% in two months.
- Coordinated with marketing, product, and engineering teams to align UX with business goals and technical constraints.
- Managed project timelines and design reviews to ensure high-quality delivery and smooth handoff to development.

Junior Graphic Designer

Para Industrial Co., Ltd • 2009

- Packaging, marketing materials, posters, and brochures were designed then. Brand style guides were established both for online and for retail stores. Delivery was quite fast and of high quality across all promotional campaigns.

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
Figma prototype
Sketch
Zeplin
Lottie
Adobe Creative Suite
Basic Principle/Framer
Axure

CORE SKILLS

UX Strategy & Product Thinking
Design Systems & UI Libraries
User Research & Usability Testing
Wireframing & Prototyping
Interaction Design & Micro-interactions
Cross-functional Collaboration
Accessibility (WCAG) & Inclusive Design
A/B Testing & Data-driven Iteration