

Yen-chih Sung

Portfolio

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Ambitious and creative product planner with 8+ years' experience in collaborating with IT talent and salesman from creative industry to handle customer issues, satisfied marketing demands. Strong logic and creativity in planning product position and solving problems. Also with web design 10+ years' experience, especially focus in front-end area in recent 3years.

EXPERIENCE

Apr 2010

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Feb 2019

Website Marketing Personnel at Qware system & service corp.

- Redefined core experience of ibon website, engage throughout production cycle included competitive analysis, market research, flow design, user testing, and metrics analysis.
- Envisioned solutions for KEYWORDS function on ibon kiosk.
- Lead for integration of member system, including information architecture, analysis user scenario, rule mechanism of members as a basic function
- Oversaw content and graphics needed from relevant teams for web / APP development; provided quality control at all stages of development.
- Use flow chart and prototype tool(Axure RP..etc.) to discuss and improved experience for users which on kiosk or website.
- Delivered precise project planning and structured documentation for the 3 phases:user needed, function design guideline, testing.
- Liaised with 3 main parties including internal departments, vendors and parent company to discuss matters on design and new business applications.

Nov 2009

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Mar 2010

Senior Web Designer at Omini-CR corp.

Idea brain storming, design advertise content for Web, including interaction banners, web pages, campaign website, eDM.
Use web and HTML/CSS skill to build a website and pages.

Jul 2009

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Oct 2009

Web Design and Web Planner at Gem-imc corp.

Use prototype tool plan a government campaign website,
Develope website with IT member, with function and build type.

ACHIEVEMENTS

- Successfully developed 3 EC website, over 100 million vistors total since 2010.
- Decrese around 100 thousand times of customer service a month with develope Keyword-search function on kiosk which provide end-user find their product easily.

QUALIFICATIONS

Tatung University - Bachelor of Industrial design

AVAILABILITY

One month's notice