



# Dian Lee

## UX Designer



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I am a UX designer with 4+ years of professional experience which specialize in user flow development and familiar with user research. My passion is to solve problems with design thinking and build a better solution for users. Works in a design consultant agency, I have opportunities to experience different industries and acquire many domain knowledge from my clients. I love challenge and I hope I can continue to design products that people love and help the business to create value.

## Experiences

### • AJA Creative UX Desinger

06/2017 - Present

As a design consultant, I perform different roles as project proceeds. At the beginning, I will involve into the project in the aspect of the business strategy by conducting stakeholder interview and strategy workshop. Analyze user needs by user research, persona, and user story mapping. When the project enters the execution stage, I will help clients to clarify business rule along with the user flow. Conduct user testing to get feedback from real users, and constantly improving the design. After the product launched, I need to monitor the user data in order to analyse user behavior.

- ▶ Audi TW - AI Chatbot Service
- ▶ Titansoft - SBO Gambling Platform
- ▶ Taishin Financial Holding - Housing Loans Website
- ▶ Cathay Financial Holding - KOKO app
- ▶ Cathay Financial Holding - MR app
- ▶ Innodisk Corporation - Monitor System

### • Compal UX/UI Desinger

07/2016 - 06/2017

Developing digital and IoT project with engineers closely. During the design process, I am responsible to clarify the product requirement, analysis market position, and bring the user insight into the product. After the explore phase is done, I will begin to design the user flow, visual, product guideline and prototype.

- ▶ Compal - Monitor Blood Sugar App
- ▶ Compal - Healthcare Portal Website
- ▶ Compal - Sensel Dial IOT App
- ▶ Cal-Comp - HiMirror APP

### • Tebuy Global CO., Ltd UX/UI Desinger

11/2015 – 07/2016

Designing user flow and interface for e-commerce website. Work closely with development team to deliver front-end using HTML 5, CSS 3, and Javascript.

- ▶ E-commerce Website
- ▶ Tebuy Official Website

### • Red Liuli CO., Ltd Web Desinger

10/2012 – 10/2013

Designing user flow and interface for e-commerce website. Deliver front-end using HTML 5, CSS 3, and Javascript.

- ▶ Redliuli Official Website

## Education

### Tatong University, Taiwan

Master's degree on ID specialized in HCI  
2012 - 2014

### Tatong University, Taiwan

Bachelor of Design in Media Design.  
2009 - 2012

## Languages

English, Chinese

## UX Skills

Usability testing	User Story Mapping
User Research	Service Blueprint
Information architecture	Wireframes
Persona	Agile Development
Customer Journey Map	
User Interview	
Stakeholder Interview	

## Tools

Adobe XD	Trello
Axure	Framer
Sketch	Google Analytics
InVision	Git Hub
Marvel	
Proto.io	
Realtime Board	