



Dian Lee
Senior 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** Senior UX Desinger

01/2020 – Present

Leading the UX design in projects, and guide junior designer to completed their works. Planning projects timeline with project manager, product owner and development team to set the milestone and deadline.

- ▶ 55688 Passenger Application

AJA Creative UX Desinger

- 06/2017 – 12/2019

As a design consultant, I perform different roles as project proceeds. At the begining, 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- Loyalty Program Website for Car Owner
- ▶ 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

- **Calcomp** UX/UI Desinger

09/2015 – 07/2016

Designing user flow and interface for IOT product.

- ▶ HiMirror Application

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

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 | |