KATIE SU
UX DESIGNER

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I have a passion for simplifying complicated issues. I have made impactful contributions in some of the fastest growing companies in Asia.

EXPERIENCE

Jobscan, UX designer

Mar 2022 - Aug 2023, Remote

Boosted revenue by 50% by redesigning user flow in resume builder features for web and mobile. Implemented a design system and refined branding for a coherent UX across several applicant tracking system (ATS) products including the LinkedIn resume parser, resume builder, job search and payment platforms.

Binance, UX designer

Jun 2021 - Mar 2022, Singapore

Improved workflow efficiency from 3 cases to 9 cases per day per analyst by redesigning UI/UX for the internal tool for cryptocurrency fraud detection and risk analysis. Collaborated with PMs and data scientists to conduct user research and usability tests as the inaugural UX designer. Developed and maintained the enterprise design system and branding.

Singapore Government, UX designer

Sep 2019 – June 2021, Singapore

Developed pension plan websites for 4M users on desktop and mobile platforms while implementing a new design system with an emphasis on accessibility. Redesigned electronic tax submission system used by 150K employers to facilitate workflow.

OTHER EXPERIENCE

Grab, Picowork, Procter & Gamble, UX designer

Apr 2016 - May 2019, Singapore, Taiwan, the UK

Developed pension plan websites for 4M users on desktop and mobile platforms while implementing a new design system with an emphasis on accessibility. Redesigned electronic tax submission system used by 150K employers to facilitate workflow.

Developed custom cloud interfaces for remote collaboration on mobile and desktop platforms with an agile engineering team for business clients in China.

Conducted primary research in Western and Asian markets to understand behaviors and factors affecting the purchase of perfumes. Designed an app to help recommend perfumes that match a user's interests and identity.

EDUCATION

MS Human-computer interaction
UC Santa Cruz, USA, (Expected December 2024)

MSc Integrated Product Design
Brunel University, the UK

BA information management
Yuan Ze University, Taiwan

SKILLS

Keywords: data analytics, interaction design, rapid prototyping, responsive design, storyboards, wireframes, UX UI design, user testing, android app design, motion design, graphic design, computer science, collaboration skills, leadership, visual communications

Design tools: Sketch, Figma, Lottie, Adobe XD, photoshop

Languages: HTML, CSS, javascript

AWARDS

Yahoo E-commerce Creativity Competition
May 2014, Taiwan
Product Design Award, 1st Place • Internet Marketing Award, 1st Place

SIDE PROJECTS

Uppermed, Product designer
May 2020, Singapore
Helped a startup design an app for Peritoneal Dialysis (PD) patients to have better control of their dialysis process via data recording. Helped raise funds for $60K in the seed round.