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Taipei, Taiwan

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OBJECTIVE

My objective is to design new systems, which can intensify people's ability and boost their quality of life. With the practical experience in visual communication and interaction, my enthusiasm, creativity and skills drive me to further explore the area of **data visualization, the advancing field of human-computer interaction and the ability of research plans.**

EDUCATION

National Kaohsiung Normal University, Taiwan

Master of Fine Arts in Visual Design   **Thesis GPA: 4.0/4.0**   **Sept. 2013 - Jun. 2016**

- Academic Excellence Award: secured one gold medal and one silver medal for overall excellence.
- Thesis: A Semiotics Study of France The Little Prince Computer Animated Television Series.
  Analyzed the visual style, cultural meaning and integrated research of the previous publications.

Bachelor of Design in Visual Design   **GPA: 3.91/4.0**   **Sept. 2009 - Jun. 2013**

- Academic Excellence Award: secured three gold medals and two silver medals for overall excellence.
- Final Year Project: devised space design, animation video and publications in Ingenuity Exhibition.
- Awards: Ingenuity (Vision Get Wild Award, 2013), Pop-up Desire (HTC Packaging Awards, Silver Prize, 2011)

EXPERIENCE

UX Designer - SHOPLINE Inc., Taipei   **Feb. 2017 - Present**

- Designed Merchant App interfaces and conducted prototype interaction testing, which provides merchants a service to run their business from anywhere.
- Prototyped new *POS* (Point of Sale) system and devised the user flow of the transaction process, product inventory and order management as the service of ecommerce shop and in-store business.
- Revamped *Admin* platform and standard storefront website with hi-fi prototypes on computers, tablets and mobiles, which is our major product increasing the profitability by 20% in five months.
- Compiled *Design Guideline* to be consistent with the current corporate identity system, which was used as the principle of product interface improvement.
- Designed customized storefront website and prototyped new screens across multiple devices, which increased the revenue over $30,000 USD in ten months.

UI Desinger - AI Group Corp., Taipei   **Oct. 2016 - Dec. 2016**

- Devised front-end website design for the big opening campaign of *JUT* art museum.
- Created the interfaces of *JUT App* with the features including visitor reservation service, employee management and gym booking system for JUT Land Development Group.

UI Designer - Techgiant Inc., Taipei   **Feb. 2016 - Aug. 2016**

- Innovated visual identity of the project *Robelf*, the design is primarily used in the crowdfunding campaigns.
- Devised touchscreen interfaces and voice user interfaces with hi-fi prototypes for the tablet and mobile of *Robelf* mechanic products, which raised roughly $150,000 USD funds in one year on Indiegogo.
- Organized and planned *Robelf* web design including the related graphic illustration and commercial photography, and prototyped the final solution for the website development.

SELECT SKILLS

Computer Graphics: Visual identity design, Data visualization, Multimedia design, Photography, 2D and 3D computation

Design: User interface/experience design, Interactive prototypes, Web design (HTML/CSS/JavaScript)

Software: Sketch, Framer, Illustrator, Indesign, Lightroom, Photoshop, Premiere, After Effects, Autodesk Maya

Traditional Media: Pen/marker drawing, Pastel art, Watercolor, Acrylic painting, Oil painting