luchung.github.io
Taipei, Taiwan

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OBJECTIVE

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+8$+#-**data visualization, advancing the 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: Semiology on The Little Prince - The study of semiology in the animation, The Little Prince (2010).
  Analysis of 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, creating the customer service to 8,000+ merchants as one of the key contributors to the company and product.
- Prototyped new *POS* (Point of Sale) system and devised the user flow of the transaction process, product inventory and order management as the combo service product of ecommerce shop and in-store business.
- Revamped *Admin* platform and storefront website with hi-fi prototypes on computers, tablets and mobiles, which is the major project to product teams increasing the profitability 120% in five months.
- Integrated *Design Guideline* consistent with the current corporate identity system, which is consisted of the parts created by the other three designers involved as the principle of product interface improvement.
- Customized *PLUS* website and prototyped new screens and interaction across multiple devices, which provides customer satisfaction to all 5 participants increasing the revenue over $30,000 USD in ten months.

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

- Engineered front-end web design for the art museum big opening campaign with the architect institutions.
- Designed *JUT App* for the building and employee management of JUT Land Development Group., an architectural enterprise with approximately 100 people.

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

- Innovated the project *Robelf* visual identity and logo design, which primarily sustained the crowdfunding campaigns.
- Devised touchscreen interfaces and voice user interfaces with elegant hi-fi prototypes both on the tablet and mobile for *Robelf* mechanic products, which raised roughly $150,000 USD funds in one year on Indiegogo.
- Organized and planned *Robelf* web design, identifying solutions, prototyping validations, and designed the related graphics such as production-timeline illustration and commercial photography.

SELECT SKILLS

Computer Graphics: VI 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