

Objective

My purpose for design is focused on creating better connection between people. With the experience in visual communication, my enthusiasm, creativity and skills drive me to further explore the area of **visualization, new user interfaces and interactions, and usability testing for App products.**

Education

M.F.A. in Visual Design **National Kaohsiung Normal University, Taiwan** **Sept. 2013 - Jun.2016**

Major in Visual Design *with Highest Honors*, within top two grades in the class twice.

Visual Semiology, Public Arts, Culture and Creation Lab — Advisor: Prof. Yi-hsun Lee

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.

B.Des. in Visual Design **National Kaohsiung Normal University, Taiwan** **Sept. 2009 - Jun. 2013**

Major in Visual Design *with Highest Honors*, within top two grades in the class five times, GPA 3.91/4.0

Final Year Project: Designed Ingenuity Exhibition, space design, animation video and publications.

Experience & Awards

UX Designer & App Designer **SHOPLINE, Taipei** **Feb. 2017 - Present**

- Designed the winning-customer *Merchant App* as one of the key contributors to the company and product.
- Prototyped new *POS* system and managed the transaction process of ecommerce shop and in-store business.
- Reinvented *Admin* platform and storefront website with hi-fi prototypes on computers, tablets, and mobiles.
- Integrated *Design Guideline* with corporate identity system for product interface improvement.
- Customized *PLUS* website and prototyped new screens and interaction across multiple devices.

UI Designer & Front-end Developer **AI Group, Taipei** **Oct. 2016 - Dec. 2016**

- Web design of the background management system and logistics network.

UI Designer & Web Designer **Techgiant Art, Taipei** **Feb. 2016 - Aug. 2016**

- Design of the project Robelf's Logo and Visual Identity
- A major UI/UX design of Robelf for mobile platforms
- Optimizing the Robelf editor interface.
- Cooperating with engineer in Prototyping and establishing the Robelf Website.

Visual & Space Design **Kaohsiung, Taiwan** **2013**

- Exhibition of Vision Get Wild Award, Excellent Award.
- Published Books and products in the exhibition and Eslite bookstore.

HTC Package Design **Taipei, Taiwan** **2011**

- DJP Corporation, Believing Package Awards, Silver Prize.
- Presentated with marketing research of smartphone package in final competition.

Skills

Human-Centered: UX Design, Visual Psychology, Marketing Research

Visual: UI Design, Prototypes, Graphic Design, Data Visualization, Multimedia Design, Photography

Strategic: Communication Design, Storytelling, Social Movement Design, Content Curation, Event Planning

Software: Sketch, Framer, Illustrator, Indesign, Photoshop, Premiere, AfterEffects

Traditional Media: Pen and Marker Drawing, Watercolor, Acrylic Painting, Pastel Art.

Coding: HTML, CSS, JavaScript