

Objective

My purpose for design is focused on creating better connection between people. With the experience in visual communication, I can execute my creativity and skills in **visual design, user interface, and user experience design**. After participating various projects from planning to publication, I was able to integrate my abilities in multiple fields and work efficiently on each case.

Education

Master of Visual Design National Kaohsiung Normal University, Taiwan Sept. 2013 - Present

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 the integrated research of previous publications.

Bachelor of Visual Design National Kaohsiung Normal University, Taiwan Sept. 2009 - Jul. 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

UI/UX & Web Design I Techgiant Art Taipei, Taiwan Feb. 2017 - Present

- Hi-fi mockups/prototypes for Admin dashboard and web storefront.
- Design of POS for integrating online and in-store business.
- Design of Merchant App with high-quality user interfaces and visual designs.
- Design of customized website for PLUS.

UI/UX & Web Design I AI Group Taipei, Taiwan Oct. 2016 - Dec. 2016

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

UI/UX & Web Design I Techgiant Art Taipei, Taiwan Feb. 2016 - Aug. 2016

- Design of the project Robelf's Logo and Visual Identity
- A major UIUX 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.

Video Edit & After Effect Kaohsiung, Taiwan 2012

- 4th NKNU Visual Design MV Awards, Gold Prize.
- Planned storyboard, filming, video edit and after effect design.

HTC Package Design Taipei, Taiwan 2011

- DJP Corporation, Believing Package Awards, Silver Prize.
- Presented 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