



SKILLS

UX Design

Wireframe & Prototyping
Persona & Scenario
Storyboarding
Usability Testing

Research Method

Competitive Analysis
Contextual Inquiry
Interviews & Surveys
Affinity Analysis

Programming

Python
HTML
CSS

Tools

Illustrator
Photoshop
Sketch
InVision
Adobe XD
Acrobat
Microsoft Office Suite

Professional Skills

Project Management
Public Relations
Public Communication
Health Care Administration

Language

English/Chinese

EDUCATION

School of Information, University of Michigan (UM), Ann Arbor, MI

Master of Health Informatics | User Design/Research (UX)

Apr.2020

- Awarded by Dean's Scholarship (50% for 2 academic years)
- GPA: 4.00/4.00

College of Public Health and Nutrition, Taipei Medical University (TMU), Taiwan

Bachelor of Business of Administration | Health Care Administration

Jun.2012

- Student Representative of social service at graduation ceremony
- GPA: 3.51/4.00; Major: 3.59/4.00

PROJECTS

HealthDe

UX Designer

Sept.2018 – Dec.2018

- Conducted interviews and the background research to find health issues and provide solutions, resulting in designing a disease notification and education mobile app.
- Utilized storyboards, personas, scenario, and different fidelity prototypes to create the product, and optimized the product based on users' feedbacks.

Consulting project of Office of National Scholarships and Fellowships (ONSF), UM

Project Manager/ UX Designer

Sept.2018 – Dec.2018

- Led the team to execute the ONSF project of communication improvement.
- Utilized contextual Inquiry skills, including conducting interviews with stakeholders and finding insights through affinity analysis, to identify problems and offer solutions.
- Provided suggestions of updating communication mediums with user-friendly interface and appealing contents.

Airbnb design jam

UX Designer/ Interface Design

Nov.2018

- Applied UX design and research methods to identify students' pain points, resulting in creating a mobile application named "Planet Home", which helps users to feel supported and belongings in their new communities.
- Our app applied the gamification skill, and Airbnb staffs appraised the idea. I also led the team to present creatively and captured the audience's attention successfully.

COURSE HIGHLIGHTS

Interaction Design
Contextual Inquiry
Programming

Needs Assessment & Usability Evaluation
Consumer Health Informatics
Design of Complex Websites

WORK EXPERIENCE

Freelance Project Manager

Taipei Medical University (TMU), Taipei, Taiwan

Feb. 2017 – Jul.2018

- Executed training projects for health-oriented experts; arranged courses for professors from China's medical colleges to learn Taiwan's educational and medical systems.
- Planned medical and nutrition courses or health industry visiting tours for private companies' internal training.

Account Executive

Ogilvy Public Relations(OPR), Taipei, Taiwan

Sep. 2015 – Feb. 2017

Promoted and maintained brands' volume of clients in the healthcare industry, notable clients included:

- Wrigley Jr. Company
 - Conducted a survey and utilized the academic data to identify problems of children's oral health happened between villages and urban areas, resulting in planning the project to solve those issues and promote the company's product.
 - Executed the oral medical service program named "Smile Back.", helped the company to be the first corporation going to remote villages to assist local children with maintaining oral health in Taiwan.
 - Outstanding performance of Smile Back series campaigns, with Media exposure: 287 news entries, PR Value: NTD 63,964,710 and Media Impression: 661,295,063.
- Merck Sharp & Dohme (MSD)
 - Utilized academic figures and created data visualization graphics to raise the public awareness of cervical cancer.
 - Executed the kick-off press conference of cervical cancer vaccine, collaborated with the Hsinchu government, Taiwan, resulting in achieving the KPI with 367%.
- Taiwan Ministry of Health and Welfare
 - Utilized academic figures and created data visualization graphics to raise the public awareness of oral health.
 - Executed the kick-off press conference of oral health promoting program, resulting in achieving the KPI with 390%.
- Herbalife
 - Executed press conference of product launch, resulting in achieving Media exposure: 287 new entries, and PR Value: NTD17,568,384. The media result is better than previous PR events held solely by Herbalife (around 30-40 new entries).

Graphic Designer and Marketing Planner

Office of Continuing & Extension Education(OCEE), TMU, Taipei, Taiwan

Sep. 2012 – Jul. 2015

- Hosted health promotional speeches or conferences to public civilizations.
- Drafted and executed marketing strategies of the OCEE.
- Designed all marketing materials like promotion brochures, posters, and websites.

VOLUNTEER EXPERIENCE

Volunteer

Médecins Sans Frontières/ Doctors without Borders (MSF)

Nov.2016 – Jun.2018

- Helped raise public awareness of MSF in Taiwan through a public relations(PR) campaigns.
- Supported the MSF to guide participants in Photography Exhibition/Campaign of MSF Film Weekend.

Consultant / Instructor of medical service overseas

Feng - Hsing Medical service camp, TMU

Jan.2012 – Present

- Consultant and instructor of free dental service and health promotion activities in Swaziland, Africa, 2017 – 2018.
- Supported students to execute medical service and health promotion activities for locals in Penghu, Taiwan.
- Helped TMU students to hold medical camps for students from high school to elementary schools every year.

AWARDS & HONORS

- Certificate of Appreciation, Médecins Sans Frontières (MSF), 2017.
- Top prize, Youth Overseas Peace Corps Contest, Ministry of Education, Taiwan, 2017.
- Top 10 Greatest leaders in Taiwan's student clubs, awarded by Distinguished Citizens Society International (DCS) and was greeted by the president of R.O.C, 2012.
- Top prize, Youth Volunteer Service for Regional Peace Contest, Ministry of Education, Taiwan, 2011 – 2015 (four times).