

SEBASTIAN WANG

Experienced service designer with a proven track record of 5 years, specialising in financial inclusion and human-centric experience design in banking and technology sectors. Proficient in driving innovation within regulations and fostering cohesive cross-disciplinary collaboration and visionary leadership.

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EDUCATION

- MA Service Design • University of the Arts London, United Kingdom2022 – 2024 | Distinction
 - Designed an **inclusive financial management service for ADHD**, currently supporting **150+ users with ADHD**.
 - Collaborated with the **Government Digital Service** to explore policy communication strategies with citizens, envisioning future regenerative policy prototypes and service touchpoints for biodiversity and land degradation.
 - Authored articles on design research regularly and shared insights on **UX Collective**, a prominent platform for UX professionals and enthusiasts.
- MBA • National Taiwan University of Science and Technology, Taiwan2020 – 2022 | GPA 3.89
 - Developed an innovative **health savings insurance system for diabetes and pre-diabetes** at the NTUST Campus Digital Sandbox, attracting **100+** student participants.

WORKING EXPERIENCE

- Service Designer Intern • Mega International Commercial Bank, Taiwan2021 – 2022
 - Developed a **children's money management banking application**, fostering financial intelligence and attracting 3,000 family participants in usability testing (**Financial Regulatory Sandbox**).
 - Conducted competitor analysis and improved user experience of the **securities trading mobile application** by developing new UI systems and a "Simple Mode" feature to assist users unfamiliar with mobile trading, resulting in a **13% increase in monthly active users (MAU)**.
- Service Designer • Advantech, Taiwan2020 – 2021
 - Led workshops and collaborated with 20 governmental agencies and medical professionals to design an inclusive IoT telemedicine service across **1,300 isolation wards** in Taiwan, representing approximately **40%** nationwide.
 - Achieved a **15% increase in order volume** by enhancing the telemedicine Platform as a Service (PaaS) user journey and launching an E-commerce website, facilitating a seamless purchasing experience for hospitals.
- Web3 Strategy & Service Consultant • Freelance, Taiwan & Hong Kong2019 – 2021
 - Designed a trader-centric news website and **increased 21% growth in NFT trading volume** by analysing NFT trader behaviour and defining omnichannel touchpoints and product roadmap.
- UX Design Team Lead • Hocheng Group, Taiwan2017 – 2019
 - Led a **4-person agile team** in analysing market and consumer behaviour of the young Y and Z generations and improved new product development strategies to **increase new home purchaser acquisition by approximately 18%**.

SKILLS & CERTIFICATES

Design & Research		Collaboration & Communication	Technical
User-Centred Design (UCD)	Service Blueprint	Financial Regulation Compliance	Figma
Inclusive Design	Journey Mapping	Narrative Storytelling	Sketch
Participatory Design	Workshops	Stakeholder Management	HTML/CSS
Co-design	Persona	Certificate	Hotjar
Design Thinking	Ethnography	Google : UX Design Professional	Google Analysis
Agile / Scrum Development	Qualitative Interview	Meta : Principle of UX/UI Design	Adobe Creative