

# 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.

United Kingdom • (+44) 746-734-3888 • [sebaswang.design@gmail.com](mailto:sebaswang.design@gmail.com) • [LinkedIn](#) • [Design Portfolio](#) • [Design Articles](#)

## 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 farmers, envisioning future regenerative policy prototypes and service touchpoints for biodiversity and land degradation.
  - Utilised engaging storytelling approaches and organised a design exhibition about AI technology at **Science Gallery London**, drawing 500+ visitors.
- MBA • National Taiwan University of Science and Technology, Taiwan2020 – 2022 | GPA 3.89
  - Developed a **children's money management banking application for Mega Bank**, fostering financial intelligence and attracting **3,000** family participants in usability testing (Financial Regulatory Sandbox).
  - Served as a **Campus Ambassador** for the Industrial Technology Investment Corporation (ITIC), establishing a talent pairing service and facilitating working opportunities for 80+ students.

## WORKING EXPERIENCE

- Service Experience Designer • Advantech, Taiwan2020 – 2022
  - Led workshops and collaborated with 20 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
  - Formulated the future NFT roadmap and organised blockchain learning workshops and lectures, successfully attracting 50+ investors and collaborators and **resulting in 21% growth in NFT trading volume**.
  - Designed a trader-centric news website by analysing NFT trader behaviour and defining online and offline touchpoints.
- UX Design Team Lead • Hocheng Group, Taiwan2017 – 2019
  - Led a **4-person agile team** in analysing regulations and collaborated with 3 teaching hospitals to design an inclusive urine analysis toilet system and prototypes. **Increased early detection of urinary and kidney diseases by 16%**.
  - Conducted market and consumer behaviour analysis of the young Y and Z generations and improved new product development strategies to **increase new home purchaser acquisition by approximately 35%** in 2019.

## SKILLS

Design & Research		Collaboration & Communication	Technical
User-Centred Design (UCD)	Service Blueprint	Narrative Storytelling	Figma
Inclusive Design	Journey Mapping	Stakeholder Management	Sketch
Participatory Design	Workshops	Innovation Diffusion Strategy	HTML/CSS
Co-design	Persona	Inbound Marketing Strategy	Framer
Design Thinking	Ethnography	Corporate Social Responsibility	Google Analysis
Agile / Scrum Development	Qualitative Interview		Adobe Creative