



CHECHI HSU / UI · UX Designer

Age 37 | Taiwan

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Profile

Senior UI/UX Designer with over 10 years of experience across FinTech, e-commerce, and healthcare industries. Specialized in interface design, design systems, and front-end collaboration. Experienced in leveraging data insights and AI tools to optimize user experience and business outcomes.

Specialties

Design & Research : UI/UX Design, Prototyping, User Research, Usability Testing

System & Front-end : Design Systems, HTML/CSS implementation, Front-end logic, Git version control

Analytics & Insights : Google Analytics, Microsoft Clarity, Data interpretation

Tools : Figma, Adobe (Photoshop, Illustrator, XD), Notion, Jira

Work Experience

Mamaway

Senior UI Designer

2023.11 – 2025.2

- Led UI overhaul and new feature development for app & web; established design system and version control workflows
- “Diaper Welfare Club” monthly sales surpassed NT\$10M; usage rate improved from 3.5% → 6.7%, and purchase frequency increased 3.2%
- Designed “Baby Record” feature from scratch, boosting user retention

Green World FinTech (EC pay)

UIUX Designer

2022.5 – 2023.8

- Redesigned O’Pay app registration flow; improved success rate to 34%
- Delivered marketing landing pages and campaign visuals, raising engagement from 2% → 11%
- Collaborated with bank partner to achieve 50% new user conversion

Rakuten Card Taiwan

UIUX Designer

2017.12 – 2022.2

- Led redesigns of app & web interfaces; integrated Git-based version control into team workflows
- Improved app rating from 1.8 → 4.6 and maintained 70% monthly retention
- Redesigned application process, boosting conversion by 20%
- Drove cross-project branding consistency for campaigns and merchant portals

Earlier Roles

Web Designer / UX Assistant

2012 – 2016

- Worked in advertising agencies, retail, department stores; handled site design, marketing banners, HTML/CSS slice, etc.

Education

Jinwen University of Science and Technology — B.S. in Electronic Engineering

Languages

- Chinese : (Native)
- Japanese : JLPT N3 (Conversational level)
- English : Intermediate — able to read design documents and handle professional correspondence