



## CHECHI HSU / UI · UX Designer

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Department of Electronic Engineering

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### Profile

Over 9 years of experience in the design industry, with expertise in app UI/UX design, prototyping, web design, and marketing visuals. Familiar with front-end logic and capable of effective communication with engineers. Actively involved in project planning and execution, developed strong marketing thinking to accurately meet client needs, enhance brand image, and increase conversion rates.

### Specialties

UI/UX Design, Web Design, Visual Design, Graphic Design, HTML/CSS, Web Slicing, RWD, Marketing Banners, HTML5 Animation

### Work Experience

#### Mamaway Senior UI Designer

2023.11 – 2025.2

Led digital transformation initiatives, improving UX for apps and EC platforms  
Responsible for feature optimization, development, SOP planning, version control setup, and participated in recruitment and training of new staff

#### Key Projects

- Mamaway App: UI optimization, new feature development (UI/UX), multilingual version (UI/UX), SEO strategy for download boost, version control
- Baby Record Feature: Planned and designed from 0 to 1 (UI/UX)
- Diaper Warehouse EC Site: Lucky draw & member query (UI/UX), web content planning, UI/UX optimization
- Due Date Data Collection: New feature development (UI/UX)

#### Achievements

1. Improved development efficiency by building a Design System and SOP for consistent UI and smoother app launch
2. Boosted performance: Diaper Warehouse monthly sales surpassed NT\$10M, usage rate increased from 3.5% to 6.7%, purchase frequency rose by 3.2%
3. Independent planning of the “Baby Record” feature: closely worked with PMs and vendors to optimize UI, ensure smooth data integration and functional design

#### Green World FinTech (EC pay) Senior UI/UX Designer

2022.5 – 2023.8

Handled UI/UX for group apps, marketing visuals, website planning, EDMs, banners, etc., to improve traffic and conversion rates

#### Key Projects

- O’Pay App: UI optimization, registration flow UX, merchant registration UI/UX
- Green World Pay App: UI/UX planning and Design System establishment
- TWQR: Product landing page and digital marketing materials
- AP News: Campaign site design and promotional content

#### Achievements

1. O’Pay application page: Redesigned flow and style with PM, increased application success rate to 34%
2. In-house card project: Collaborated with marketers to improve wording and visuals, increased page views from 2% to 11%
3. Sinopac Membership: Collaborated with bank and marketing team, improved conversion rate to 50%
4. TWQR page: Independently designed visuals and site, improved visitor retention by 60%

## Work Experience

### Rakuten Card Taiwan UI/UX Designer

2017.12 – 2022.2

Focused on increasing web traffic and optimizing credit card application process. Collaborated with marketing team to boost brand image and conversion

#### Key Projects

- Rakuten Monkeys Credit Card: Website creation (UI)
- Rakuten Card App 2.0: UI optimization, nearby map feature (UI/UX)
- Official Website: Redesign for domestic merchant section (UI/UX)
- Airport Lounge Site: Campaign microsite & promotional content (UI)
- Application Page: UI/UX improvement

#### Achievements

1. Rakuten Card App 2.0: Reworked with a 4-member team (designer, marketing, dev), achieved 70% monthly active users, app store rating rose from 1.8 to 4.0
2. Application Page: Redesigned with marketing team to reduce bounce rate by 20%
3. Monkeys & Rakuten Bank Projects: Acted as lead designer; established visual tone, website, stadium materials; card application rate increased by 30%

### Geosun (4A Agency) Web Designer

2015.6 – 2016.6

Worked with PMs to deliver web, ad, print, logo, EDM projects for major brands. Participated in client meetings from proposal to production

#### Key Projects

- Taoyuan Airport: UI design, HTML slicing
- Casio: UI design, HTML slicing
- Sun Ten: UI design, HTML slicing

### Shin Kong Mitsukoshi Headquarters Web Designer

2014.6 – 2015.6

Designed campaign pages and banners for official website. Reviewed promotional materials from all branch stores for design compliance

### Mos Motor Web Designer

2013.1 – 2014.2

Maintained corporate website, designed magazine layouts, posters, product packaging, product photography, managed FB page visuals, documented events

### WebGene (4A Agency) UX Design Assistant

2012.3 – 2012.11

Assisted in web and print design, on-site photography, and FB visuals under senior designers

#### Key Projects

- Haagen-Dazs: Website revamp, campaign visuals
- Symantec: Website redesign (UI)
- NIKE: Campaign site, flyers, event visuals
- HP: Website maintenance, campaign visuals

## Tools

