



# CHECHI HSU / UI · UX Designer

Age 37 | Taiwan

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## Profile

Over 10 years of experience designing digital products across FinTech, e-commerce, and health domains. Skilled in UI/UX, design systems, and cross-functional collaboration. Use data-driven and AI-assisted methods to enhance user experience and business outcomes.

## Specialties

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

System & Front-end : Design Systems, HTML, CSS, 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)
- English (Intermediate — capable of reading technical documents and basic correspondence)