

Versatile UX/UI designer with strong background in website design and recent Certificate in Management and Business Track from UC-Berkeley. Strong programming skills and team experience designing visually compelling graphics and web applications. Expertise creating and managing websites from concept to completion, including front-end development, architecture, interface design, navigation, page optimization, and marketing. Capable problem solver, skilled at translating business requirements into engaging digital interfaces.

Areas of Expertise include:

- User Interface Design
- Google Analytics
- Information Architecture
- Web Design
- Sketching
- Programming Proficiency
- User Experience Design
- Competitive Analysis
- Usability Testing
- Wireframing
- Hi-fi/Lo-fi Mockups/Prototypes
- Project Management

Professional Experience

Gopackup Inc. • Santa Clara, CA • April 2017 to August 2017

UX Design Intern

Created wireframes, user flows, and section by section RWD prototypes for entire website and magazine, *Introduction of Mexico Culture*, to guide developers and visual designers. Reported project status directly to CTO and CEO.

- Tools: Xmind, Axure RP8, Adobe Photoshop, Adobe InDesign, Adobe Experience Design, Sublime, Bitbucket, Google Analytics.

Key Accomplishments:

- Conducted analyses of 33 international competitors, comparing pros and cons of user experiences, and cross-analysis of Google Analytics and internal user experience survey.
- Prioritized and developed solutions for work breakdown structure (WBS) based on different main functions.

ChihChin Web Design Studio • Taipei, Taiwan • March 2012 to April 2015

Translated client requirements for a wide variety of clients into user-friendly prototypes, building front-end sites and content management systems. Outsourced relative elements (advertisements, photo shoots, and posters/logos/video design), fostering strong relationships with vendors to achieve high-quality content solutions.

Tools: SwordSoft Layout, Adobe Photoshop, Adobe Dreamweaver, Google Analytics, FTP, HTML, CSS, Javascript, PhoneGap, Xmind, Axure

Key Accomplishments:

- Provided exceptional client support, managing project life cycle from initiation to completion, creating accurate and functional code.
- Delivered training and workshops on marketing strategy to nearly 60 designers in RICH Salon Group.

Walt Disney World • Orlando, FL • 07/2009 to 01/2010

Met or exceeded minimum sales requirements for ticket media sales at Animal Kingdom, offering guests tickets from the menu of more than 128 different configurations.

Key Accomplishments:

- Quickly matched guest needs to “right-fit” tickets; demonstrated and sold merchandise in Downtown Disney, handling cash and credit transactions and preparing packages for shipping and delivery.
- Controlled inventory, receiving and stocking deliveries accurately and efficiently.

Education

Certificate: Management and Business Track, 2017

UC Berkeley Extension

Core Program (960+ Hours): Entrepreneurship & Project Management + 4 Month Internship

GPA 3.54

Bachelor of Design, Interactive Media, 2012

National Taipei University of Technology • Taipei, Taiwan

GPA 3.92

Teaching Assistant: Android Mobile Interaction App course, Virtual Reality Application (Unity 3D) course

Bachelor of International Business, 2010

Yuan Ze University • Taoyuan City, Taiwan

Student Association of YZU - Vice-minister of PR Dept.

Student Association of IB Dept. - Vice-minister of PR Dept.

Awards

Final Project (Leader): (AR)/Game (Unity 3D+Kinect)/Research Document/Ebook/2011 IXDDA Seminar

Carpooling Project: Cooperation with Dept. of Electronics Engineering Prof. Shih-Chia Huang. Imagine Cup (Jan. 2011) & LongTerm Competition (April 2011)

Magic Mirror Project: Y.S. Award (March 2011), Judges' List Award, Augmented Reality + RFID Prototype

Advanpark Project: Cooperation with National Chengchi University & National Taipei University of Education
TIC100 Entrepreneur Competition Fourth Prize & Teamwork Award