

A business administration graduate, possessing a strong awareness of the art and cultural aspects of the business world. Experienced in digital development and are now prepared to dedicate in shaping a better world through data-driven and a more accessible art experience.

Digital Project Manager

Bank SinoPac

July 2021 - Current · Taipei · Full Time

- Developed and oversaw the UX design process and the quality of UI interaction, and worked as cross-functional PM to plan and evaluate the feasibility for the innovative business requirement.

Walking Tour Guide Trainee

Like It Formosa

Feb. 2023 - Current · Taipei · Volunteer

- Organized and executed walking tour in Taipei downtown area, promoting classic Mandarin culinary culture and city development through history narratives.

Experience Design Intern

Ogilvy Taiwan

Aug 2019 - Dec 2019 · Taipei · Part Time

- Executed CX planning, UX design with PM and developers, and applied MarTech tools to organize CRM campaign for the clients.

Product Design Intern

KKStream

Jul 2018 - Jan 2019 · Taipei · Part Time

- Iterated design through understanding multiple needs from stakeholders, and generated the adaptive marketing template for customized campaign sites.

Digital Marketing Intern

Deluxe Fashion

Jul 2017 - Sep 2017 · Taipei · Part Time

- Performed KOL networking and SEO optimization to enhance the digital engagement of the brand. Planned and conducted online to offline campaigns for the grand opening in dominant department stores.

National Chengchi University

Bachelor of Business Administration

Sep 2015 - Jun 2019 · Taipei

GPA : 3.64 / 4.3

Extracurricular Activities :

- Marketing Lead, Commerce Ambassador
- Events Staff, Cieee Cultural Ambassador

Università Bocconi

Exchange program - Management in Arts

Jan 2019 - Jun 2019 · Milan

Relevant Courseworks :

- Culture Sector and Art Market
- Art and Politics

Languages

Mandarin (native)

English (advanced) - IELTS 7.5

French (elementary)

Certificates

Google Analytics

IBM Design Thinking Practitioner

Skills

Project Management

Visual Art

Consumer Research

UX Design, Web Development

Data Processing / Query

Tools

Programming (JS / SQL)

UX Design (Figma / Sketch / XD)

Visual (PS / AI / AE / PR)

MS Office (Word / Excel / PPT)