

A business administration graduate, who has kept challenging himself through different disciplines and habits of mind. He has been self-motivated in learning interaction design to understand the dynamic consumer experience nowadays. Enjoying digging through this digitalized jungle, to figure out what kind of communication can exert targeted influences. Now, he is ready to join the league of shaping a better world with evolving, bold, but always data-driven digital experiences.

EXPERIENCE

Digital Experience Consulting Designer (Contractor)

Taipei, Taiwan | August 2019 – December 2019

Ogilvy Taiwan

- Executed CX planning, UI design, cross-functional collaboration with developers, and successfully conducted 2 CRM campaigns within 1 chatbot service.
- Conducted Web design and UX audit for Clients: Taiwan Excellence, Das WeltAuto (Volkswagen Group), Diageo.

Product Design (Intern)

Taipei, Taiwan | July 2018 – January 2019

KKBOX Group – KKStream

- Delivered UX spec and prototype for 1 streaming product from 0-1, including TV, web, and mobile.
- Iterated design through understanding multiple needs from stakeholders, and generated 1 adaptive UI template for customized campaign sites.
- Performed UX research for internal operation on an effective product design system, and delivered 1 design kick-off sharing.

Digital Marketing (Intern)

Taipei, Taiwan | July 2017 – August 2017

Deluxe Fashion

- Performed KOL networking and SEO optimization to enhance the digital engagement of the brand.
- Created the official brand portfolio to pitch for additional retail channels cooperation.
- Planned and conducted online to offline campaigns for the grand opening in Shin Kong Mitsukoshi.

LEADERSHIP

Marketing Officer

Taipei, Taiwan | January 2017 – June 2017

NCCU Commerce Career Ambassador

- Attended campus forums as event speakers, and delivered presentation with over 500+ audiences in 10+ sharing events.
- Organized annual festival events for Business School, through social media release and offline events, and attracted 200+ students and teachers to involve within 1.5 hours.

CURRICULAR ACTIVITIES

Audio and Video Lab / Pop Dance Club

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EDUCATION

National Chengchi University

Taipei, Taiwan | September 2015 – July 2019

Bachelor of Business Administration - GPA: 3.64 / 4.3
(Digital Content & Technologies Concentration)

Università Bocconi

Milan, Italy | February 2019 – June 2019

Exchange Program

Relevant Coursework

User Interface Design	Marketing Management
Interaction Design	Consumer Behavior
Programming Basic	Strategy Management

SKILLS

UI / Wireframing / Prototyping / (Sketch, Figma, XD)
UX / Qualitative Research / Spec Documentation
Web Analysis (Google Analytics)
Design Thinking (IBM Enterprise DT Practitioner)
Basic Front-End Programming (HTML, CSS, JS)
Motion Graphics (AE, PR)
Graphic Design (AI, PS)
Presentation / Pitching / Storytelling

LANGUAGES

Mandarin (Native)
English (TOEFL iBT 91; TOEIC 925)
Italian (Beginner Certified by Università Bocconi)

WORKSHOPS

Attendee

Taipei, Taiwan | October 24th, 2019

UXer Service Design Canvas (Design Sprint Taiwan Held)

Student On-site Researcher

Milan, Italy | April 2019 – May 2019

Design Thinking @ Fondazione Prada

HONORS

Scholarship Winner

Taipei, Taiwan | January, 2019

Taishan Academic Scholarship - NCCUBA

Best Theme Prize

Taipei, Taiwan | August, 2018

Open HCI Workshop - Animism

National Top 12

Taipei, Taiwan | March-May, 2017

ATCC Case Competition - IBM section