







## PROFILE

- I am a multidisciplinary designer specialised in Service Design, hybrid UI and UX Design
- I have rich experience with **end to end product design**, and highly enjoy involving in the entire design process
- I am passionate about delivering innovative values to society through the power of design. I believe that this is an obligation to designers

## PERSONAL INFO

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-  **Portuguese** Passport  
**Macau China** Passport

## LANGUAGE

<b>English</b> (Fluent)	<b>Cantonese</b> (Native)
<b>Japanese</b> (Intermediate)	<b>Mandarin Chinese</b> (Native)

## SKILLS

- Service Design Tools + Strategy**  
Workshop, Persona, Storytelling etc.
- UX Research + Prototype**  
Sketch, InVision, XD, Framer.js
- Visual + UI + Branding**  
Photoshop, Illustrator, Indesign
- Usability Testing**  
Cognitive Walkthrough etc.
- 2D Animation + Motion Graphic**  
After effect, Final Cut Pro
- 3D + Rendering & Modelling**  
Solidwork, SketchUp, Key Shot
- Programming**  
HTML, CSS, Framer.js

## EDUCATION



**Royal College of Art**  
MA Service Design, London UK

2015 - 2017



**Imperial College**  
MBA module (Innovation, Entrepreneurship & Design), London UK

2015 - 2016



**National Cheng Kung University**  
BA Industrial Design, Tainan Taiwan

2010 - 2014



**Pui Ching Middle School**  
Science, Macau China

2004 - 2010

## SELECTED WORK EXPERIENCE



**Service Designer (Product Designer)**  
**Tata Consultancy Services | London UK**

12/2017 - PRESENT

- Led the end to end product design (hybrid service design, UI, UX) in a large-scale project
- Defined core values from UX research and transferred to high level strategy
- Collaborated closely with business manager, software developers, UX researchers, and marketing team
- Contributed to product vision and strategic plan with business manager
- Delivered and validated high fidelity prototype for a client with Agile methodology. This digital service lives in 1500+ retail stores at present
- Led the consistent visual language across multiple digital communication channels for projects

## XD's

**UI/UX Designer (Freelance)**  
**XD's Group | London UK**

10/2017 - 11/2017

- Established the service structure and user flows for the web and mobile
- Prototyped and designed an approachable experience for focus group



**Visual Designer (Freelance)**  
**Pui Ching Middle School | Macau China**

05/2013 - 08/2017

- Lay-out and graphic design for a series of school magazines, which were published over 7000 books
- Presentation design followed the brand design system for school principal



**Graphic Designer**  
**Conde Group | Macau China**

08/2014 - 12/2014

- Responsible for branding concept development and graphic outputs (CIS Design), reported directly to design director
- Co-design booth exhibition and 3D floor plan for a large scale event

## EXHIBITION EXPERIENCE



**London Design Festival 2013**

09/2013

**Mind The Gap Exhibition | RCA London UK**

- This exhibition looks at the challenges facing modern urban transportation hubs and the design strategies used to respond to them. This project collaborate with RCA Design Product's Platform 17



**Imperial College - Fringe Festival 2017**

02/2017

**Worth+ project | London UK**

- One of my project - "Worth+" raised awareness of the credibility of sustainable accounting practices within the ICAEW and requested that was selected by Imperial College and the Royal College of Art to exhibit Fringe Festival in 2017

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## OTHER EXPERIENCE



**Internship - Interior Design**

07/2012 - 08/2012

**M+ Plus interior design | Macau China**

- Supported and learned practical theory of interior design from lighting, material selection, site measurement to output 3D rendering and production, with AutoCAD and SKETCHUP



**Government & School Volunteer Team ( 7 years )**

2005 - 2012

**Office of Legal Affairs | Macau China**

- Team leader experience about managing execution, as well as organising variety of activities

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## CERTIFICATE



• **ABRSM - Grade 8 Piano**

Associated Board of the Royal Schools of Music



• **JLPT - Japanese N2**

Japanese-Language Proficiency Test