



EMAIL fayechh@gmail.com



PHONE +886 987-541-014



PROFESSIONAL SKILLS

- Quantitative and Qualitative Research, Competitor Analysis, Persona, User Interview, Usability Testing
- Information Architecture, Flow Chart, User Journeys, Functional and UX Specifications, Wireframes, Sketches, Screen Flow
- Hi and Low Fidelity Mockup, Prototyping
- Information Design, Visual and Graphic Design, Branding
- Basic Coding HTML5, CSS3



COMPUTER SKILLS

- Flow Chart: FigJam, OmniGraffle, Visio
- Wireframe: Illustrator, Balsamiq, Mockflow
- Mockup & Prototyping: Figma, Sketch, Photoshop, InVision, Marvel, JustInMind, html, css, UX Pin, Sympli, Zeplin, After Effect, Principle
- User Research: Useberry, Maze
- Project Management: Asana, Jira, Aha!



LANGUAGE

Chinese: Native | English: Fluent



WORK EXPERIENCE

STAFF PRODUCT DESIGNER

Trend Micro Inc. / TXOne Networks Taipei, Taiwan

Aug. 2021 – Present

- + Collaborated with internal cross-functional teams, external customers, and industrial experts to design cohesive OT cybersecurity solutions tailored to complex organizational hierarchies and role-based access control structures.
- + Utilized research methodologies to analyze challenges, validate assumptions, and guide solutions meeting user needs, technical feasibility, and business goals within budget constraints.
- + Organized information architecture foundation for integrating modern and legacy structures, creating intuitive solutions for large-scale enterprise products in tight 3-month timelines.
- + Generated document product licenses, UX specs, mockups, and interactive prototypes, effectively communicating design to stakeholders, in line with an accelerated quarterly release cycle.
- + Pioneered and led a comprehensive design system, ensuring consistent communication and coherence across product and design departments.

SENIOR PRODUCT DESIGNER

KaiOS Technologies Inc. Taipei, Taiwan

Apr. 2019 – May 2021

- + Worked closely with multidisciplinary teams to design an intuitive user experience across diverse media, spanning from web services to mobile devices.
- + Directed 5+ website service projects, overseeing design system development, workflow refinement, and UX pattern definition, along with the establishment of design-related documentation.
- + Designed user interfaces and user experiences for more than 15+ mobile apps, catering to various mobile sizes while aligning with business goals and product strategies.
- + Utilized a range of tools, including wireframes, screen specifications, personas, mockups, and prototypes, to rapidly develop design solutions and present to stakeholders.
- + Initiated a comprehensive user experience enhancement project for mobile devices, from conceptualization to implementation within a 1-month timeline.

SENIOR UX/UI DESIGNER

AMPOS Solutions Inc. Taipei, Taiwan

Mar. 2018 – Apr. 2019

- + Devised innovative solutions for a significant enterprise product, a talent management application, and a platform, addressing the distinct needs of 4+ user roles across various devices.
- + Successfully crafted user experiences for online/offline learning, KPI tracking, and competency systems, all within a single year.
- + Guided and mentored junior designers, providing valuable support and direction at every stage of the design process.
- + Took the lead in introducing and driving the adoption of a comprehensive design system, promoting collaboration across cross-functional teams and contributing to shared knowledge.



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WORK EXPERIENCE

UX/UI DESIGNER

Systemx Corporation / SBOX Inc. Taipei, Taiwan

Apr. 2014 – Feb. 2018

- + Led visual design and UX strategy for a web-based software management and big data analytics platform, delivering solutions to precise product requirements.
- + Provided information architecture, creating flowcharts, UI flows, wireframes, mockups, and prototypes.
- + Conducted user research, surveys, and usability testing to enhance the user experience.

SENIOR MARCOM DESIGNER

D-Link Systems, Inc. Taipei, Taiwan

Jan. 2012 – Apr. 2014

- + Partnered with Marcom, PR, and MI teams to formulate comprehensive marketing strategies.
- + Developed advertising materials including key visuals, OOH displays, web banners, and POSM.
- + Designed visual assets and booth layouts for international events.

CREATIVE DESIGNER

Samsung Electronics Co. / Cheil Worldwide Inc. Taipei, Taiwan

May 2011 – Dec. 2011

- + Created diverse advertising materials, including events, illustrations, graphics, infographics, and typography, following brand guidelines for consistent representation across platforms.
- + Ensured brand vision alignment and met deadlines from conception to delivery, aligning with target audience.

UX/UI DESIGNER

InfoPower Corporation Taipei, Taiwan

Jul. 2009 – Oct. 2010

- + Engaged collaboratively with colleagues to ideate and execute campaigns and digital projects.
- + Effectively worked with engineers to ensure the completion of website and user interface-related initiatives.



EDUCATION

MFA Graphic Design Mar. 2006 – Nov. 2008

Savannah College of Art and Design (SCAD)

Savannah, Georgia, USA

BA Commercial Design Sep. 2001 – Jun. 2005

Ming Chuan University

Taipei, Taiwan