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專業技術

- User Research, User Persona, User Interview
- Information Architecture, Site Maps
- Flow Chart, UI Flows, User Journeys
- Functional Specifications and Maps
- Wireframes, Sketches, Screen Flow
- Mock Up, Prototyping
- Visual and Graphic Design, Information Design, Branding, User Interface Design
- Usability Testing
- Basic Coding HTML5, CSS3



擅長軟體

- Flow Chart: OmniGraffle, Visio
- Wireframe: Illustrator, Balsamiq
- Prototyping: Photoshop, Axure RP, InVision, JustInMind, html, css, Adobe XD, Sketch, UX Pin, Flinto
- Data Analyzation Tools: Google Analytics
- Project Management: Asana, Jira



語言

中文、台語：母 | 英文：流利



工作經歷

UI/UX 設計師 精誠資訊股份有限公司 / SBOX Inc.

2014, 04 ~ 2018, 01 台灣

- + 硬體管理介面及數據分析平台的使用者體驗策略和視覺設計規劃
- + 與產品經理、工程師溝通合作，以整合及優化產品介面設計及使用
者體驗
- + 依照需求設計資訊架構，製作介面使用者頁面流程、線框圖、視
覺稿及原型
- + 依方法執行及分析使用者調查、測試回饋，設計使用者體驗改善
方案

資深視覺行銷設計 友訊科技股份有限公司

2012, 01 ~ 2014, 04 台灣

- + 與行銷部同事，如：行銷企劃、公關、市場分析師等，共同討論
行銷策略和方向
- + 設計廣告視覺或相關行銷物，如海報、戶外廣告、DM、
Web Banner、賣場輔銷物等
- + 國內外展覽佈置及相關行銷物設計

設計師 新加坡商第一企劃行銷股份有限公司

2011, 04 ~ 2011, 12 台灣

- + 創意發想和設計商品行銷主視覺、戶外廣告、廣告文宣、賣場輔
銷等廣告製作物
- + 將客戶的需求具體化並與廣告業務共同規劃及參與市場策略分析
以進行提案
- + 與外包廠商的溝通合作，控制其品質及掌握時間

UI 設計師 英丰實資訊股份有限公司

2009, 7 ~ 2011, 01 台灣

- + 與業務、企劃、程式設計等配合，協同執行網頁及行銷活動專案
- + 協調產品經理、工程師，進行網站、軟體介面設計與修正更新

UI/UX Intern SustainLane

2008, 6 ~ 2008, 11 美國

- + 與業務、企劃、程式設計等相關人員配合，協同執行網站專案
- + 網頁 Wireframe, mockup 設計規劃、相關網站圖像、廣告設計



學歷

MFA Graphic Design 2006, 3 – 2008, 11

Savannah College of Art and Design (SCAD)

Savannah, Georgia, USA

學士 商業設計 2001, 9 ~ 2005, 6

銘傳大學

台灣



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PROFESSIONAL SKILLS

- User Research, User Persona, User Interview
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COMPUTER SKILLS

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- Data Analyzation Tools: Google Analytics
- Project Management: Asana, Jira



LANGUAGE

Chinese: Native | English: Fluent



WORK EXPERIENCE

UI/UX DESIGNER Systex Corporation / SBOX Inc.

Apr. 2014 – Jan. 2018 Taipei, Taiwan

- + Leading visual design and UX strategy for web-based software management based and big data analytics platform on specific product requirements
- + Communicating with product management, and engineering, integrating better UI/ UX function
- + Planning information architecture, diagramming flow charts, UI flows, wireframes, mockup and prototype
- + Executing user research, survey and usability testing to create better user experience

SENIOR MARCOM DESIGNER D-Link Corporation

Jan. 2012 – Apr. 2014 Taipei, Taiwan

- + Collaborated with Marcom, PR, and MI, putting together marketing plans
- + Created advertising materials, such as key visual, and, marketing materials, POSM
- + Planned booth design for International events

DESIGNER Cheil Singapore Pet. Lte.

Apr. 2011 – Dec. 2011 Taipei, Taiwan

- + Conceptualized design for advertisements, such as key visual, OOH, and POSM
- + Interpreted the client's business needs and developing a concept to suit their purpose
- + Worked with design agencies, freelancers, photographers and printing house

UI/UX DESIGNER InfoPower Corporation

Jul. 2009 – Jan. 2011 Taipei, Taiwan

- + Collaborated with colleagues to develop the digital campaigns and marketing materials
- + Communicated with engineer to complete the website and user interface related projects

UI DESIGNER SustainLane

Jun. 2008 – Nov. 2008 San Francisco, USA

- + Designed and executed development of the digital project
- + Created and planed the website wireframe, mockup and digital advertisements



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