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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, InVision, JustInMind, html, css, Sketch, UX Pin
- 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

- Flow Chart: OmniGraffle, Visio
- Wireframe: Illustrator, Balsamiq
- Prototyping: Photoshop, InVision, JustInMind, html, css, Sketch, UX Pin
- 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