HAO CHUNG
PRODUCT DESIGNER

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EXPERIENCE

Product Designer —— JIE HENG Information Co., Ltd.

Taichung, Taiwan | 08 / 2020 – 09 / 2024

- Led UX/UI design for an educational mobile game, collaborating with cross-functional team to create iterative prototypes in Figma and validate designs through usability testing with 23 students

- Achieved official K-6 curriculum adoption by Tainan City Government for the educational mobile game, impacting 100,000+ students across elementary schools

- Drove 12% growth in registrations for Tainan Dragon Boat Race event website serving 2,500+ participants by redesigning registration flow in Figma, improving user experience and completion rates

- Scaled design output to 30+ digital products for Astronomy Museum serving 350,000+ annual visitors by creating front-end templates and design-to-development workflow, ensuring consistency across interactive exhibits and games

Product Designer —— Ninety Plus Education Center

Sydney, NSW, Australia | 02 / 2020 – 07 / 2020

- Increased user engagement by 18% and enrollment by 10% through analyzing Google Analytics insights with marketing team and redesigning education center website to better serve prospective students and optimize user flow

- Built comprehensive design system from scratch in Adobe XD and Illustrator, creating reusable UI component library, reducing development time by 30% and improving design-to-engineering handoff consistency

UX/UI Designer —— SUBKARMA

Taichung, Taiwan | 04 / 2017 – 06 / 2018

- Led responsive UX/UI design for China Airlines(Taiwan Brand) blog serving travelers and aviation enthusiasts, delivering seamless user experience across web and mobile in collaboration with marketing and engineering teams

- Designed and built front-end in HTML, CSS, and JavaScript for 11 client websites serving diverse small-to-medium businesses, delivering responsive interfaces with cross-browser compatibility

UX/UI Designer —— GT Marketing Co., Ltd.

Taichung, Taiwan | 10 / 2015 – 09 / 2016

- Built reusable UI component library with 15+ components in Illustrator and development templates in HTML, CSS, and JavaScript, standardizing design workflow across client projects

- Created UI and information architecture for 6 client websites serving traditional B2B enterprises using Photoshop, collaborating with engineers to deliver consistent responsive experience

EDUCATION

Northeastern University

Master of Digital Media

Boston, MA | 01 / 2025 – 06 / 2027 | GPA: 3.66

Expanding design expertise through coursework in UX Analytics & Research, Interaction Design, and Product Management. Working on projects that apply user research and data-driven design to solve real-world challenges

National Taichung University of Science and Technology

Bachelor of Multimedia Design

Taichung, Taiwan | 09 / 2012 – 09 / 2015 | GPA: 3.3

Designed and developed ZANTI, a mobile game integrating GPS-based mechanics with strategic gameplay.

- Gold Medal - National Information Technology Cup
- Special Award for Sponsor - Youth Innovative Design Festival
- 1st Place - Academia Sinica Photography Contest

DESIGN & RESEARCH

UX/UI Design	Interaction Design
User Research	Prototyping
Product Thinking	Usability Testing
Information Architecture	Design Systems
Responsive Design	Accessibility
Wireframing	Visual Design

TOOLS

Figma	Sketch
Adobe XD	Adobe Illustrator
Adobe Photoshop	Adobe After Effects
Adobe Premiere	Adobe Lightroom

DEVELOPMENT

HTML	CSS
JavaScript	Python