

## EXPERIENCE

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

Taichung, Taiwan | 08 / 2020 – 09 / 2024

- Led end-to-end product design and strategy for educational mobile game, collaborating cross-functionally to achieve **77%** completion rate and exceed engagement targets by **16%**
- Collaborated with stakeholders to define product strategy and align on product vision, which resulted in official government adoption as K-6 outdoor education curriculum and impacted **100,000+** students
- Leveraged user research and product data to identify pain points and iterate designs, increasing conversion rates by **30%**
- Delivered user-centered design across aerospace, museums, government, and education sectors, serving national universities and public institutions

### Product Designer — Ninety Plus Education Centre

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

- Designed website product from market analysis to interaction design, supporting enrollment strategy with **15%** increase in user engagement
- Partnered with marketing team to redesign website product and improve user experience, contributing to product success with **20%** enrollment growth
- Established design system and brand guidelines to enable product scalability, improving team collaboration and reducing development time by **25%**

### UX/UI Designer — SUBKARMA

Taichung, Taiwan | 04 / 2017 – 06 / 2018

- Led UX/UI design for **China Airlines** digital products from requirements analysis to interface design and functional prototyping, ensuring cross-platform consistency
- Built functional prototypes using HTML, CSS, and JavaScript to validate design concepts and collaborate effectively with engineering teams
- Presented design solutions including wireframes and prototypes with clear design rationale to clients and stakeholders, gaining buy-in and aligning teams

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

Taichung, Taiwan | 10 / 2015 – 09 / 2016

- Designed scalable design systems and information architecture, ensuring cross-platform consistency and intuitive user experiences
- Established design system with reusable UI components and standardized processes, improving team collaboration and reducing development time by **10%**

## EDUCATION

### Northeastern University

Master of Digital Media

Boston, MA | 01 / 2025 – Present | 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
- Best Creative Award - Good Horse Game Cup
- Special Award for Sponsor - Youth Innovative Design Festival
- Special Award - Cultural Heritage Creative Award
- 1st Place - Academia Sinica Photography Contest

## DESIGN & RESEARCH

User Experience Design

Interaction Design

User Research

Information Architecture

Usability Testing

Wireframing

Prototyping

Graphic design

## TOOLS

Figma

Adobe XD

Adobe Illustrator

Adobe Photoshop

Adobe Lightroom

Adobe InDesign

Adobe After effects

Adobe Premiere

## DEVELOPMENT

HTML

CSS

JavaScript

Python

