

EXPERIENCE

Product Designer — JIE HENG Information Co., Ltd.

Taichung, Taiwan | 08 / 2020 – 09 / 2024

- Led design for Tainan 400 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 outdoor learning curriculum adoption of the game by Tainan City Government, **impacting 100,000+ students** across Tainan elementary schools
- Drove 12% increase in registrations by analyzing user pain points with PM, creating optimized registration flows in Figma, and designing government dragon boat website to replace third-party systems
- **Delivered 30+ digital products** as sole designer for Astronomy Museum **reaching 350,000+ annual visitors**, including interactive exhibits and games, establishing front-end templates and design-to-development workflow with engineers

Product Designer — Ninety Plus Education Center

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

- **Increased user engagement by 18%** and **enrollment by 10%** through collaborating with marketing team to analyze Google Analytics insights and redesigning education center website
- Established design system from scratch using Adobe XD and Illustrator, including UI component library and brand identity, improving cross-functional collaboration and reducing development time by 30%

UX/UI Designer — SUBKARMA

Taichung, Taiwan | 04 / 2017 – 06 / 2018

- Led responsive UX/UI design for **China Airlines(Taiwan Brand)** blog and rewards platform in Sketch, collaborating with marketing team and engineers to deliver cohesive brand experience for airline customers across web, tablet, and mobile
- Designed and developed front-end for 11 client websites using HTML, CSS, and JavaScript, translating designs into pixel-perfect responsive interfaces while ensuring cross-browser compatibility

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

Taichung, Taiwan | 10 / 2015 – 09 / 2016

- Built reusable UI component library and development templates using Illustrator, HTML, CSS, and JavaScript to improve design efficiency across projects by 20%
- Created UI and information architecture for 6 client websites using Photoshop and collaborated with engineers to deliver consistent responsive experience

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
- 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

