

Hao Chung

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EDUCATION

Northeastern University <i>Master of Digital Media Design (GPA: 3.69)</i>	Boston, MA <i>Jan 2025 - Present</i>
Taichung University of Science and Technology <i>Bachelor of Multimedia Design</i> <i>Honors: Awarded Gold Medal at the Information Technology Cup</i>	Taichung, Taiwan <i>Sep 2012 - Jun 2015</i>

WORK EXPERIENCE

JIE HENG Information Co., Ltd <i>Product Designer</i> <ul style="list-style-type: none">Led end-to-end UX/UI design for educational gaming products from user research to high-fidelity prototyping in Figma, increasing engagement by 16% and the completion rate to 77%Collaborated with cross-functional stakeholders to define product strategy, driving government curriculum integration and impacting 30,000+ users, and validating product-market fitConducted cross-departmental user research and data analysis to identify pain points, resulting in 30% increase in conversion rates	Taichung, Taiwan <i>Aug 2020 - Sep 2024</i>
Ninety Plus Education Center <i>Product Designer</i> <ul style="list-style-type: none">Designed user-centered digital products from market analysis and product positioning to user experience design using Adobe XD, successfully increasing product user engagement by 15%Collaborated with product managers and engineering teams to align business objectives, technical feasibility, and market needs, driving 20% improvement in business metricsEstablished product design systems and brand consistency, defining scalable design standards that improved design efficiency and reduced product development cycle time by 25%	Sydney, Australia <i>Feb 2020 - Jul 2020</i>
SUBKARMA <i>UX/UI Designer</i> <ul style="list-style-type: none">Led enterprise-level UX/UI design projects from product requirements analysis to functional prototyping, optimizing product interfaces and enhancing cross-platform user experience consistencyCombined technical understanding with design thinking, utilizing HTML, CSS, and JavaScript to support product development, while ensuring design feasibility and product qualityCollaborated cross-functionally to drive product launches, working with business, product, and engineering teams to define product strategy and successfully achieve company and client business objectives	Taichung, Taiwan <i>Apr 2017 - Jun 2018</i>
GT Marketing Co., Ltd <i>Junior UX/UI Designer</i> <ul style="list-style-type: none">Designed scalable product interface systems, establishing cross-platform product experience consistency and optimized user experience across all touchpointsDefined product information architecture and user flows, creating intuitive product logic that ensures user experience aligns with business strategy and user needsEstablished standardized product design processes through design systems to drive product team collaboration efficiency, reducing development time by 10% while improving product quality	Taichung, Taiwan <i>Oct 2015 - Sep 2016</i>

CERTIFICATES & SKILLS

Certificates: User Experience Design, Adobe Photoshop

Core Competencies: User Experience Research, UX/UI Design

Design Tools: Figma, Adobe XD, Illustrator, Photoshop, After Effects, Premiere Pro, InDesign

Technical Skills: HTML, CSS, JavaScript, Python