HAO CHUNG
PRODUCT DESIGNER

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EXPERIENCE

Product Designer —— JIE HENG Information Co., Ltd.
Taichung, Taiwan │ 08 / 2020 – 09 / 2024

- Led end-to-end design of K-6 educational mobile game, achieving 16% above expected student participation. Success secured adoption by Tainan City Government as curriculum, reaching 100,000+ elementary students citywide

- Scaled Astronomy Museum's digital products from initial websites to 30+ cross-platform experiences serving 350,000+ annual visitors by establishing reusable front-end architecture and UI components to support scalability

- Designed 10 interconnected campus systems for National Chung Cheng University over 4-year engagement, spanning student services, academic affairs, and facility management, serving 12,000+ campus community

- Drove 12% increase in registrations for Dragon Boat Race event website by streamlining registration flow and redesigning booking system, improving user experience and completion rates for 2,800+ participants

Product Designer —— Ninety Plus Education Center
Sydney, NSW, Australia │ 02 / 2020 – 07 / 2020

- Increased user engagement by 18% and enrollment by 10% through data analysis with marketing team to identify conversion barriers and optimize education center website user flow

- Built comprehensive design system with reusable component library spanning web and mobile platforms, reducing development time by 30% and ensuring design-engineering consistency

UX/UI Designer —— SUBKARMA
Taichung, Taiwan │ 04 / 2017 – 06 / 2018

- Led cross-platform UX/UI design for China Airlines (Taiwan brand) blog serving travelers and aviation enthusiasts, delivering seamless experience in collaboration with marketing and engineering teams

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

UX/UI Designer —— GT Marketing Co., Ltd.
Taichung, Taiwan │ 10 / 2015 – 09 / 2016

- Established reusable design system with 15+ UI components and development templates, standardizing workflow and reducing delivery time for multiple client projects

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

EDUCATION

Northeastern University
Master of Digital Media
Boston, MA │ 01 / 2025 – 06 / 2027 │ GPA: 3.7

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	Bootstrap
Python	