

Hao Chung

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EDUCATION

Northeastern University <i>Master of Digital Media Design (GPA: 3.66)</i> Taichung University of Science and Technology <i>Bachelor of Multimedia Design</i>	Boston, MA <i>Jan 2025 - Jun 2027</i> Taichung, Taiwan <i>Sep 2012 - Jun 2015</i>
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WORK EXPERIENCE

JIE HENG Information Co., Ltd <i>Product Designer</i> <ul style="list-style-type: none">• 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, resulting in official government adoption as K-6 outdoor education curriculum, impacting 100,000+ students• Leveraged user research and product data to identify pain points and iterate designs, increasing conversion rates by 30%	Taichung, Taiwan <i>Aug 2020 - Sep 2024</i>
Ninety Plus Education Center <i>Product Designer</i> <ul style="list-style-type: none">• 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%	Sydney, Australia <i>Feb 2020 - Jul 2020</i>
SUBKARMA <i>UX/UI Designer</i> <ul style="list-style-type: none">• 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	Taichung, Taiwan <i>Apr 2017 - Jun 2018</i>
GT Marketing Co., Ltd <i>UX/UI Designer</i> <ul style="list-style-type: none">• 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%	Taichung, Taiwan <i>Oct 2015 - Sep 2016</i>

SKILLS

Design & Research: User Experience Design, Interaction Design, Visual Design, User Research, Usability Testing, Information Architecture, Design Systems, Accessibility (WCAG), Wireframing, Prototyping
Design Tools: Figma, Adobe XD, Illustrator, Photoshop, After Effects, InDesign
Development: HTML, CSS, JavaScript
Collaboration: Cross-Functional Teams, Stakeholder Management, Design Presentations