

HAO CHUNG

PRODUCT DESIGNER

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Location: Boston, MA

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

