

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 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 30 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 30% 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 15% and enrollment by 20% 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 25%

UX/UI Designer — SUBKARMA

Taichung, Taiwan | 04 / 2017 – 06 / 2018

- Led responsive UX/UI design for China Airlines 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 10%
- 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

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|--------------------------|--------------------|
| UX/UI Design | Interaction Design |
| User Research | Prototyping |
| Product Thinking | Usability Testing |
| Information Architecture | Design Systems |
| Responsive Design | Accessibility |
| Wireframing | Visual Design |

TOOLS

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|-----------------|---------------------|
| Figma | Sketch |
| Adobe XD | Adobe Illustrator |
| Adobe Photoshop | Adobe After Effects |
| Adobe Premiere | Adobe Lightroom |

DEVELOPMENT

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|------------|--------|
| HTML | CSS |
| JavaScript | Python |

