

PORTFOLIO

Design what disrupts, Build what changes things

Yen Lai, 2026

FUBON Digital Experience

A Design System For Unified Customer Experience

PROGRAM

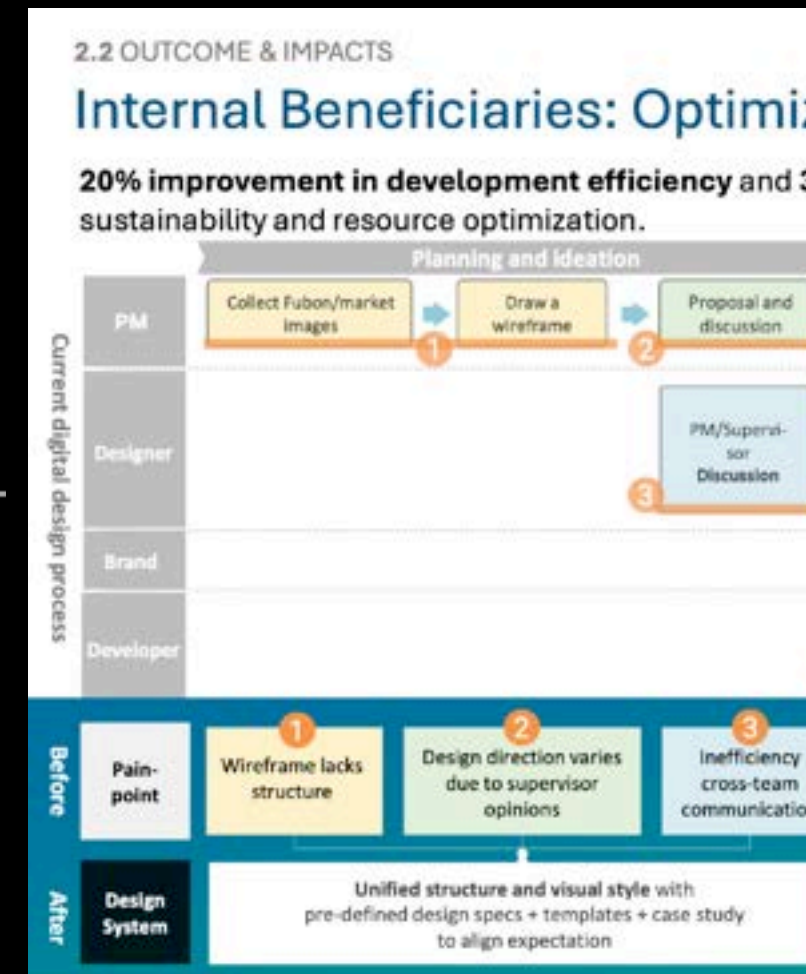
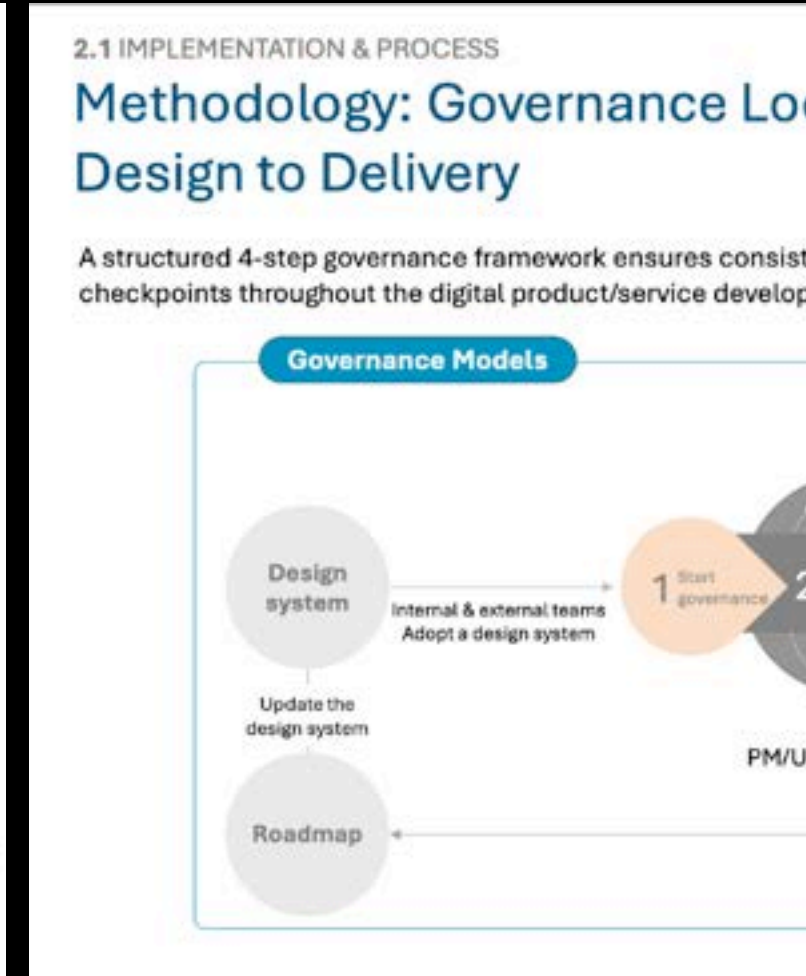
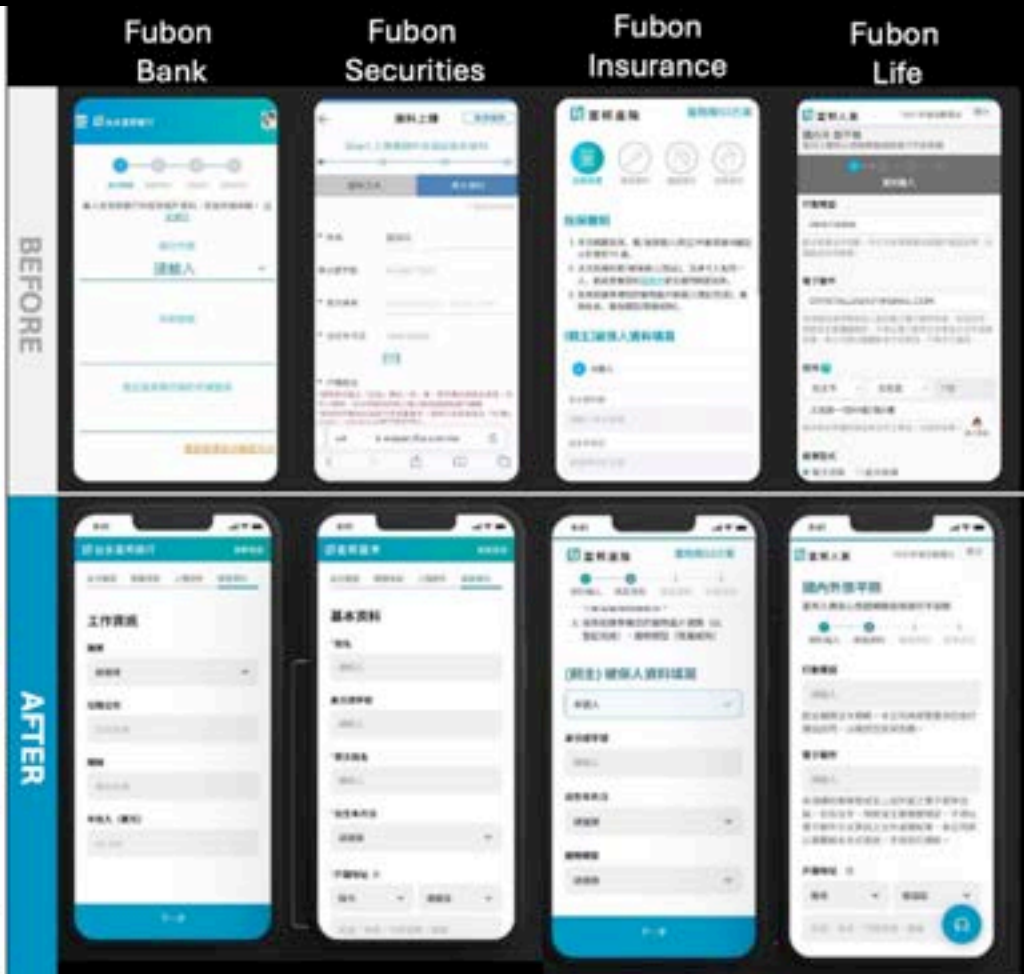
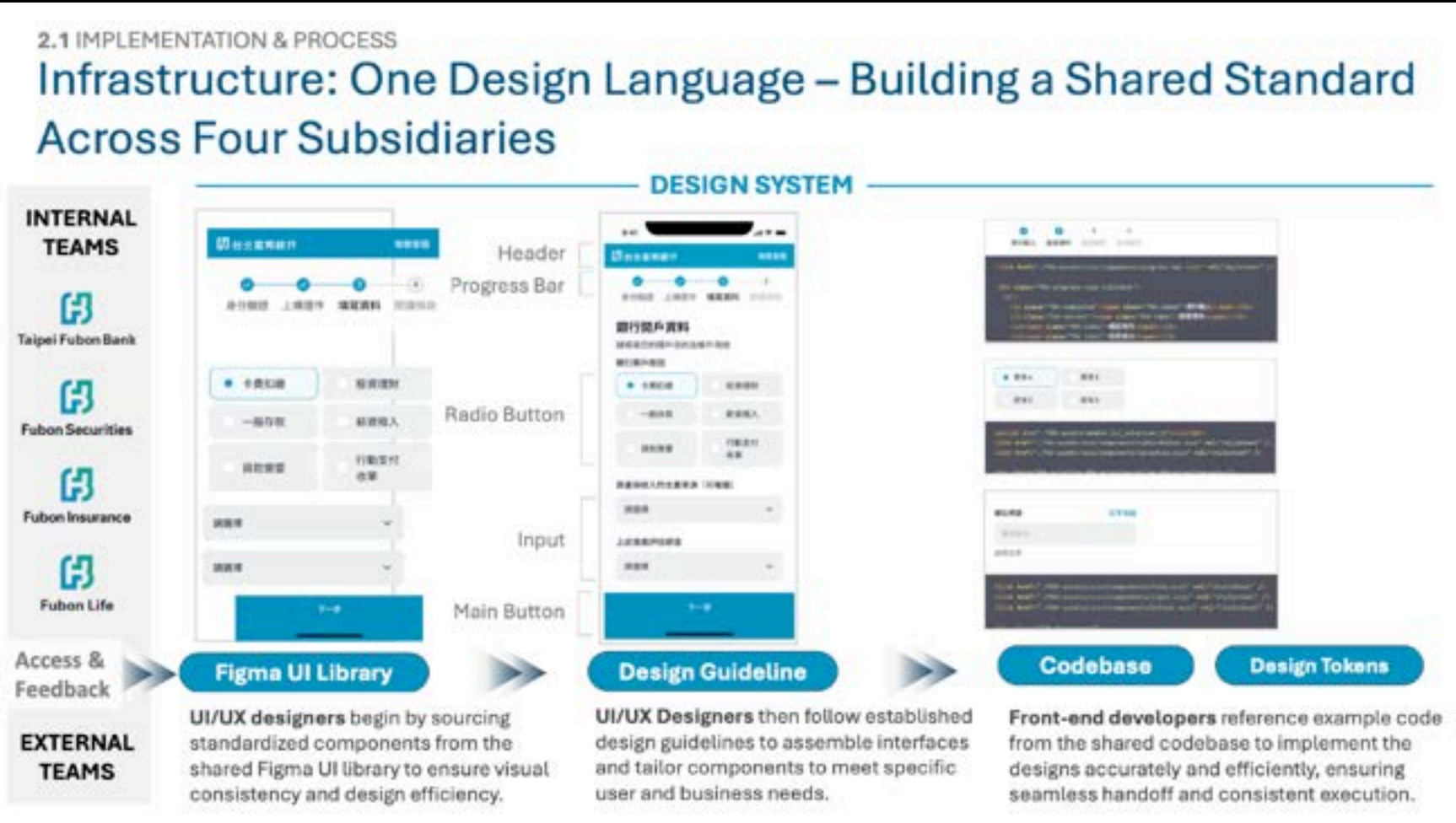
Established a scalable design foundation across the corporate group by implementing a unified design system, enabling consistent user experiences and efficient collaboration among 6 subsidiaries while elevating organizational design maturity.

DATE

2024 Nov - 2025 Dec

TEAM

Program Owner | Lai Yen Ju
Coordinating Support | Chu Ting Ting



Vibe Check in Action

Evaluating AI Design Translation Capabilities

主流AI模型的設計轉譯能力評測

RESEARCH

A comparative assessment of AI design tools—Gemini 3 Pro, Claude Sonnet 4.5, and Figma Make Design—evaluating their ability to translate design concepts into functional interfaces. By testing text descriptions, hand-drawn sketches, and screenshots across seven key dimensions, the research reveals how design systems unlock 'Builder Mode' workflows that minimize bottlenecks and accelerate iteration.

DATE

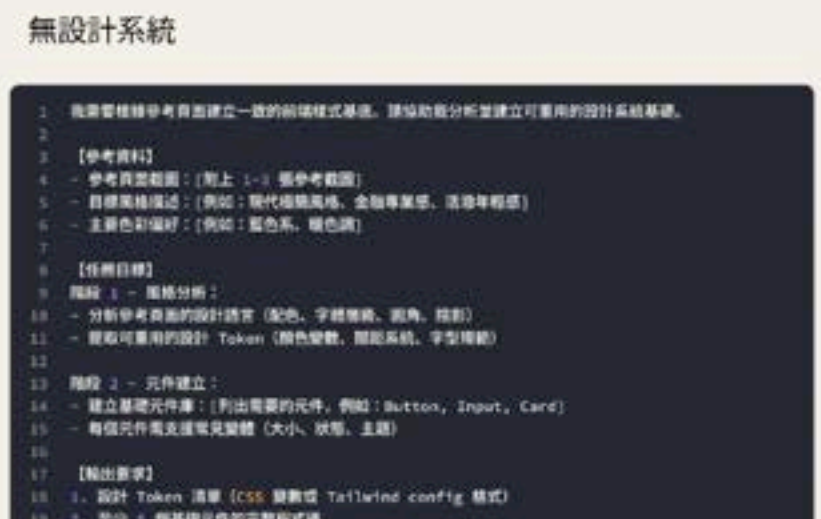
2025 Dec



階段一：建基底



階段一：建基底



Genie AI

AI Analytics SaaS for MarTech

PRODUCT

The platform integrates first-party and advertising data through its GA4 module, uses AI to automate manual analytics processes, and generates actionable insights that drive marketing decisions.

DATE

2023 March - 2024 June

TEAM

Product Manager/Owner | Lai Yen Ju

Frontend Engineer | Ian Chiu

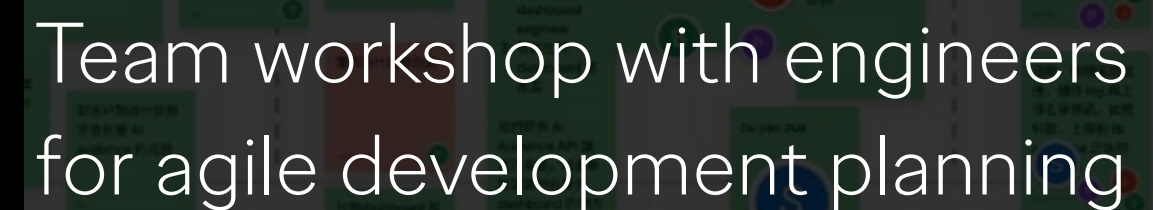
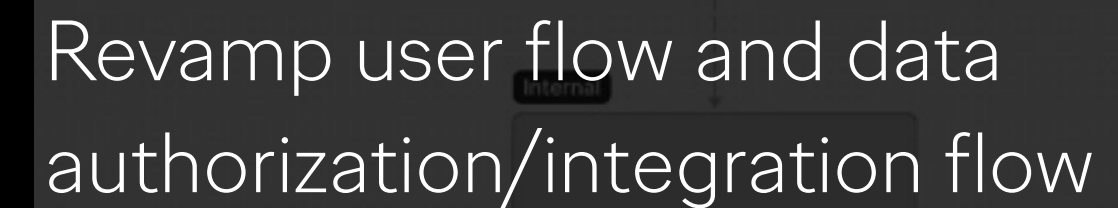
Backend Engineer | Chloe

Data Scientist & Engineer | Brian Lin, Duncan Chang



Research concept on analytics AI in dashboard

5



Coke+

An App for Customer Loyalty Program

GOAL

Incorporate all sub-brands under Coca-Cola, establish a loyalty membership program in the app, and achieve a monthly active user base of 150,000 in Hong Kong and Taiwan.

DATE

2022 March - 2022 October

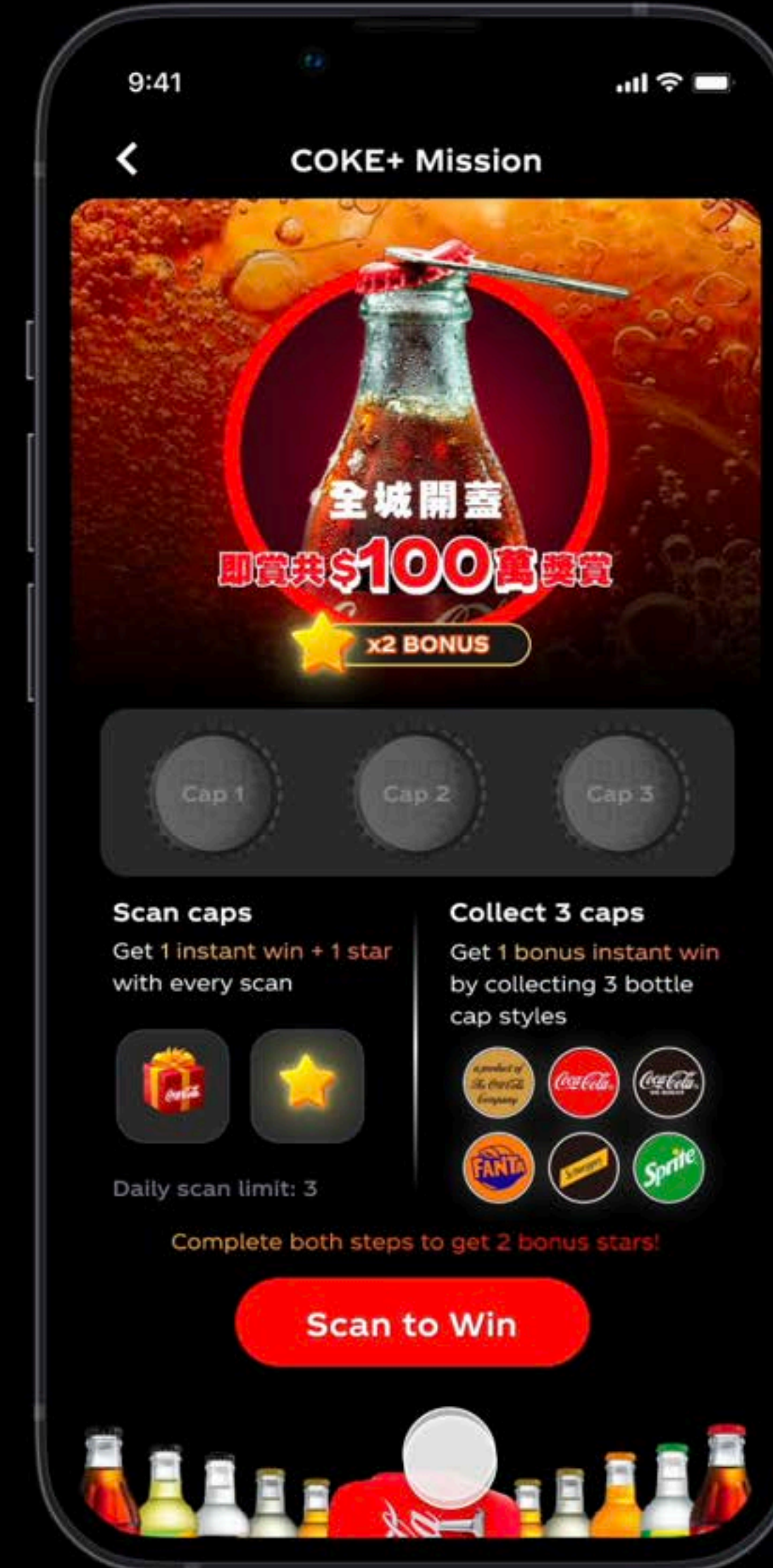
TEAM

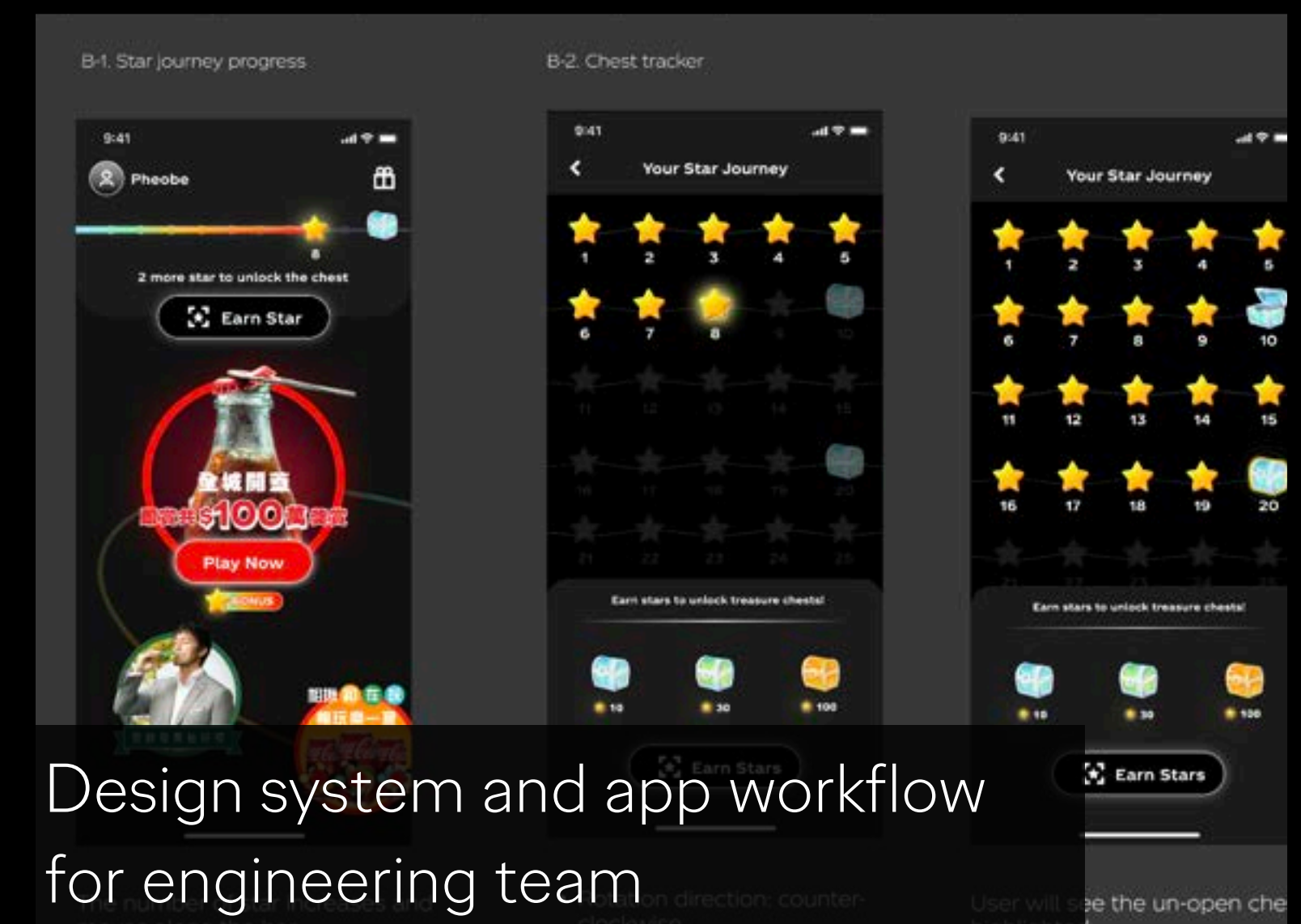
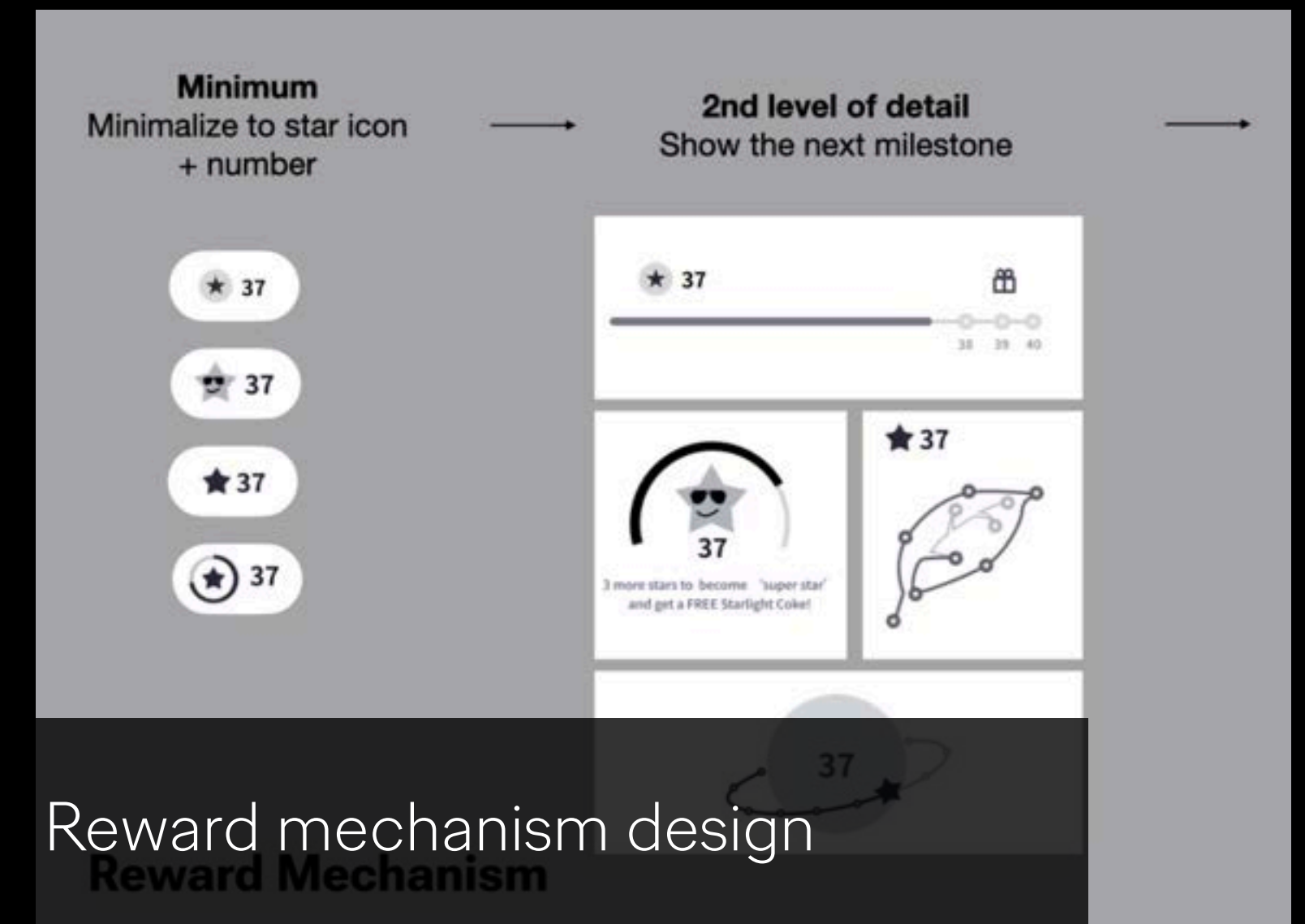
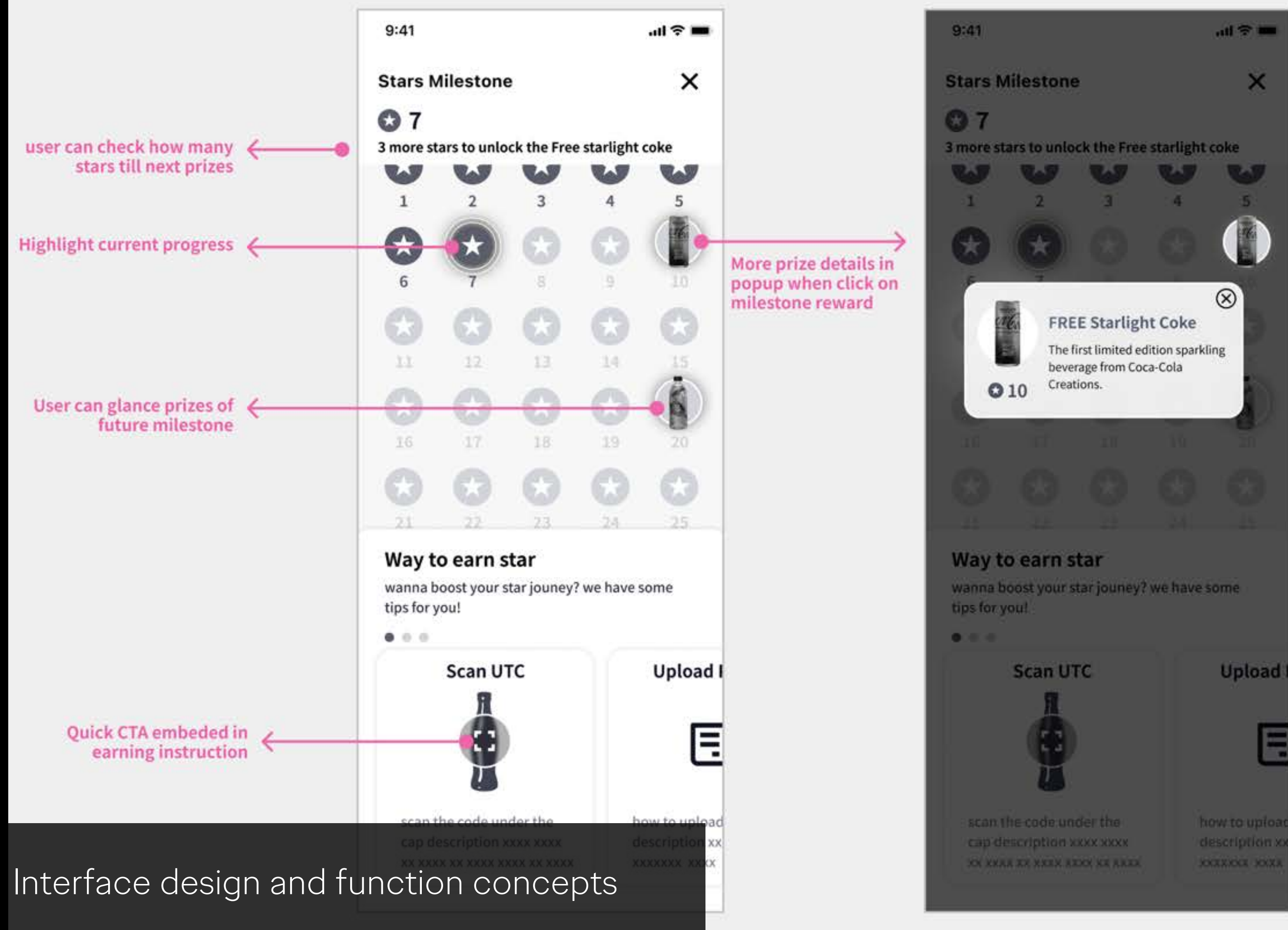
Design System | UX Designer *Lai Yen Ju*, UI/UX Designer 劉家琪

Visual Identity System | Design Director 許嘉妤, UI/UX Designer 劉家琪

Information Architecture & Use Case Flow | UX Designer *Lai Yen Ju*

Prototype | UX Designer *Lai Yen Ju*





Family Mart

An Innovation Business Model for New Product

GOAL

FamilyMart planned to launch a new line of ready-to-eat products. We conducted user research and product testing to help the client define their target audience, validate the business model, and position the product's value proposition in market.

DATE

2021 December – 2022 January

TEAM

Project Owner | UX Designer *Lai Yen Ju*

Director | Experience Design Director 許嘉妤

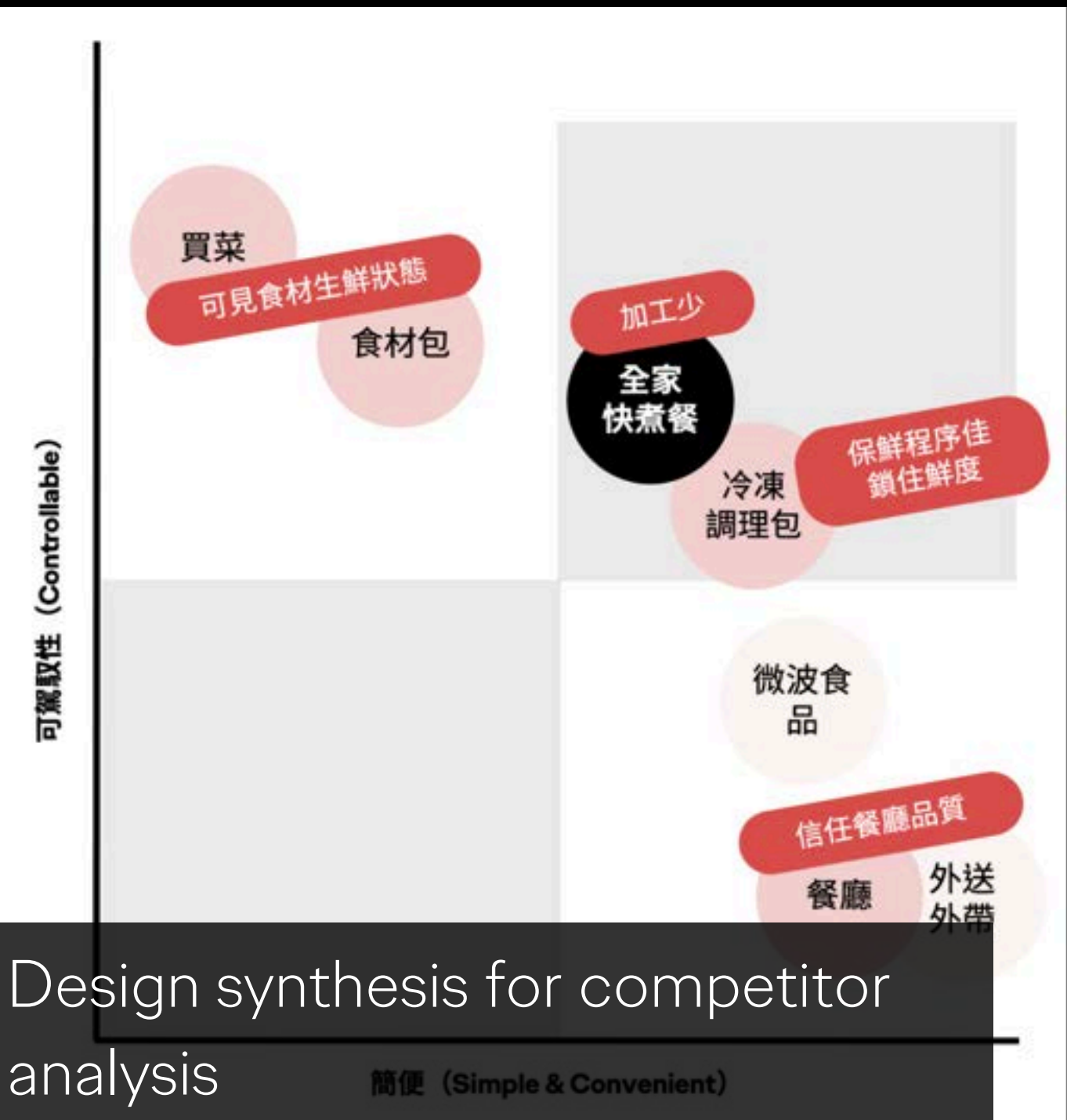
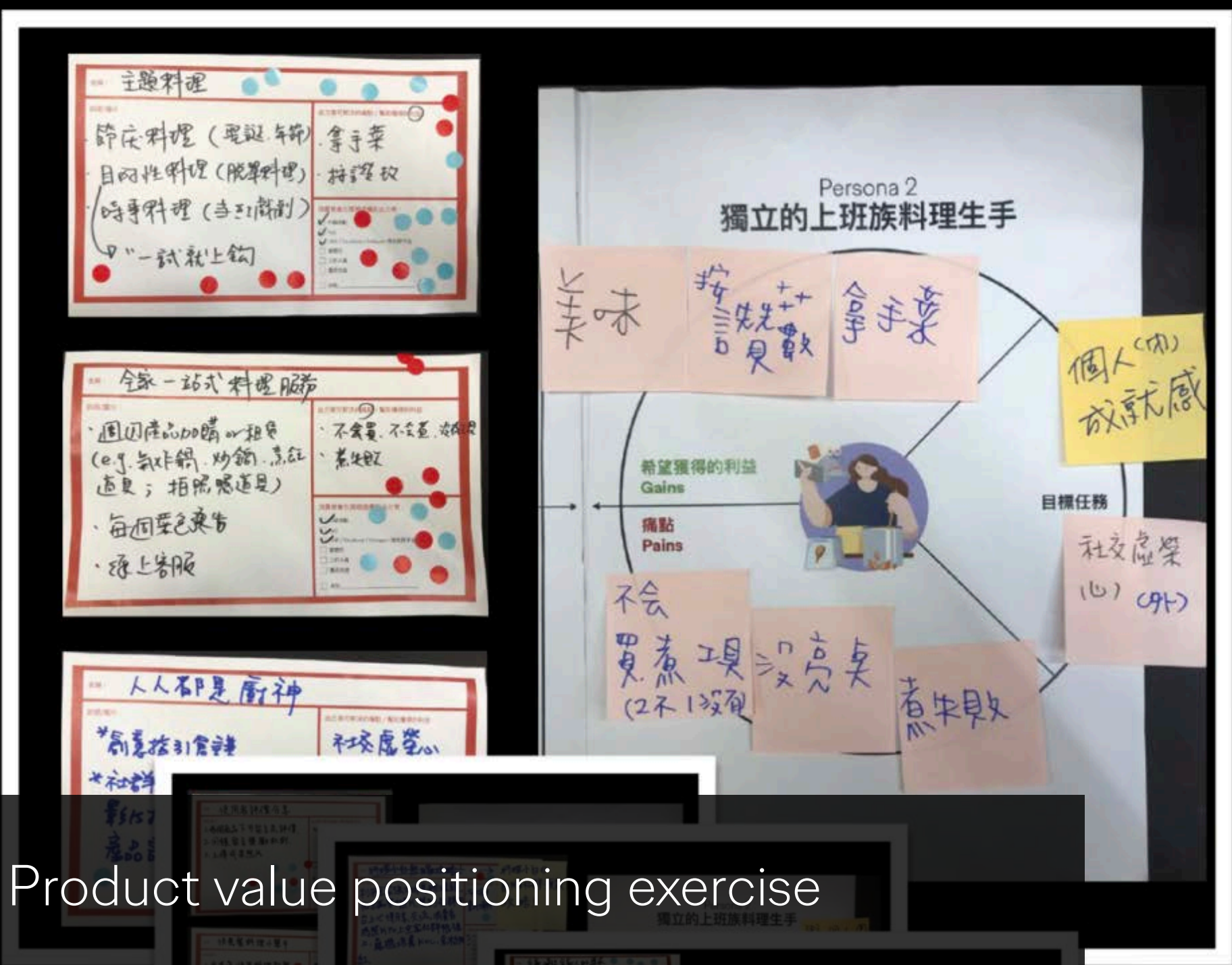
User Research | UX Designer *Lai Yen Ju*

Design Workshop | Experience Design Director 許嘉妤, UX Designer *Lai Yen Ju*





Cross-functional workshop



Prompt UI design for user interview session

TR+

New Experience Design for E-Commerce

GOAL

TR+ is an e-commerce website of the Techforce Group, selling products from all the group's home living brands. The goal was to identify customer needs through CRM data analysis and propose strategic recommendations for future product development.

DATE

2021 September - 2021 November

TEAM

Project Owner | Experience Design Director 許嘉妤

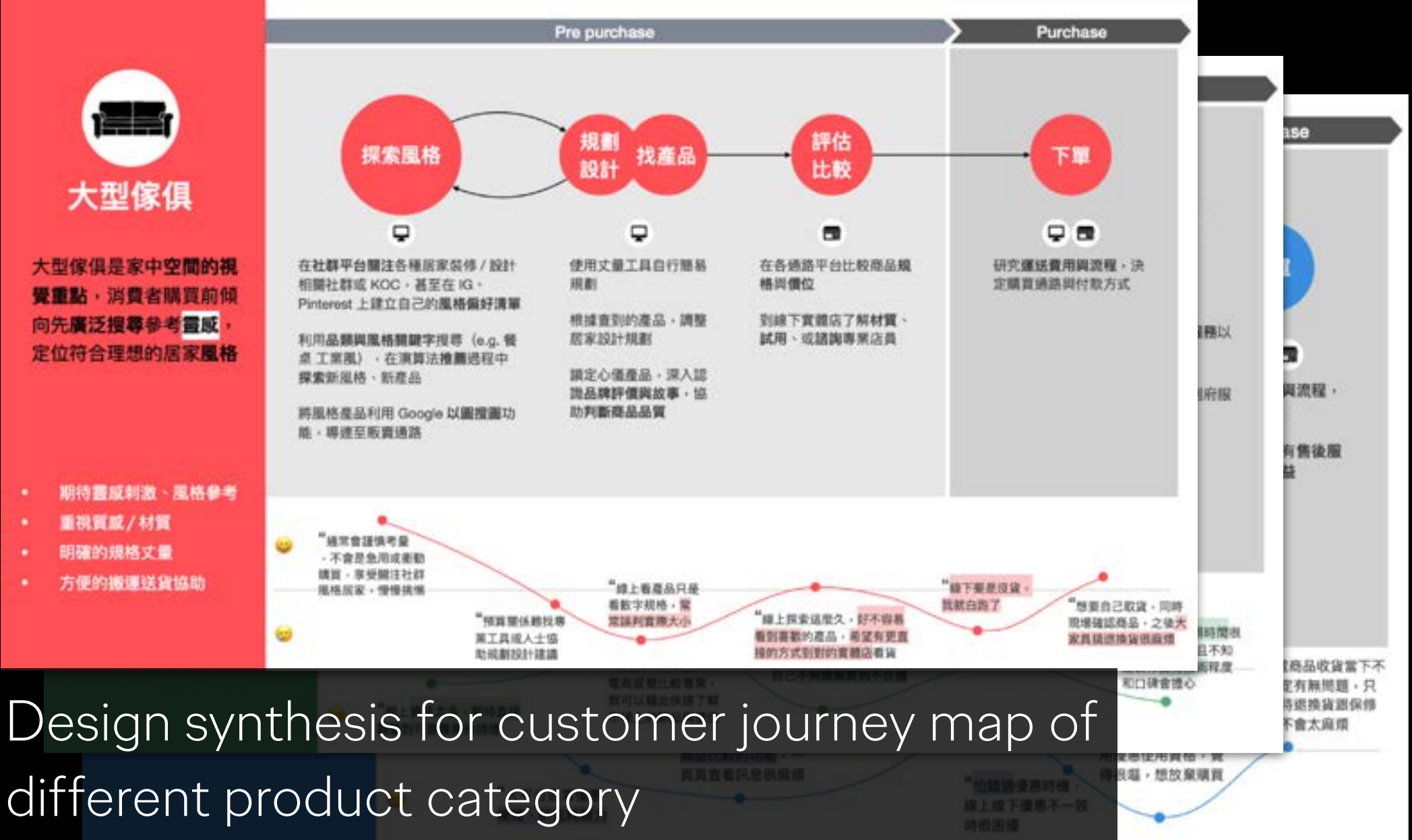
User Research | UX Designer *Lai Yen Ju*

Strategy & Ideation | UX Designer *Lai Yen Ju* 、 Strategy Department





Concepts design for workshop sessions



Design synthesis for customer journey map of different product category



Design synthesis for purchasing behaviors & persona