

Education

M.S. of Human - Computer Interaction (UX Design)

University of Michigan (US) | 2019 (May)

B.A. of European Language & Culture - French

National Cheng Chi University (TW) | 2013

Student Exchange Program (Design)

ESC Troyes Design School (FR) | 2012

Experience

UX Designer Intern | 2018

Chatbook.ai

Research and made major changes to the Information Architecture and UI as the first designer; solved the issue of confusion in understanding how to use it; improved onboarding experience and proved by usability tests.

UX Design Consultant | 2017

University Hospital Art Program

Explored unexpected insight behind behavior and redesigned the shift sheet to improve volunteer - patient interaction.

UX Designer | 2017

U of M Design Clinic - Code Connect

Explored user's needs of peer learning support from interviews and designed 3 unique features of user profile: Visual Map, Work Critique, and Top posts.

Marketing Specialist

Ontology Studio | 2015 - 2016

Doubled the revenue of the annex design café "Fabrica" by brand renewing and collaborating with emerging design brands.

Researcher of RTB Advertising

Digicheese | 2015 - 2015

Lowered the cost of game downloading by 23% for a dominant game company in Taiwan in an ad research project.

Marketing Specialist

Agein Media Agency | 2013 - 2015

Planned and conducted >300,000 USD media budget.
Designed an in-department information system for collaboration work.

Projects

It's-B Information System

Agein Media Agency

Designed and built a simple and easy-to-use in-department information system for collaboration work and solved the problem of human mistakes and inefficiency.

Metro Breakfast

Design Thinking Workshop in NTU

Discover delicate insight from user interviews and designed a conceptual metro breakfast system.

Mig Mingli Lee

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Skills

UX Design

Information Architecture
Wireframing
Prototyping

Research

Contextual Inquiry
Qualitative Analysis
Usability Test

Marketing

Branding, Marketing & Advertising
Content Strategy

Programming

Python
SQL
HTML CSS JavaScript

Tools

Adobe PS AI XD
InVision

Languages

English (Fluent)
Mandarin Chinese (Native, Expert)
French (Intermediate)
Japanese (Intermediate)

Awards

UMSI Design Challenge -
Best Design (60+ teams, 7 awarded)

Activities

YEF | Team Lead and Designer
AIESEC | VP of National Conference