

User Experience Designer with a strong academic background in **UX Engineering** and Industrial Design. Specialist in applying **user-centered design (UCD)** principles to solve complex interaction challenges in SaaS and mobile ecosystems. Proficient in bridging the gap between human behavior and digital interfaces through **quantitative research**, rapid prototyping, and iterative usability testing.

Professional Experiences

Nownook - Senior UX/UI Designer | London, UK | Jun 2025 – Oct 2025

- User Journey Mapping:** Conducted in-depth user research to identify friction points in the onboarding experience, resulting in a redesigned flow that enhanced user retention.
- Behavioral Design:** Developed mobile interaction tools based on **emotional tagging** and discovery patterns to create a more intuitive and personalized user experience.
- SaaS Information Architecture:** Architected a complex back-office dashboard, prioritizing **information hierarchy** and data clarity for seller operational workflows.
- Usability Validation:** Facilitated rapid testing cycles and analyzed user feedback to validate design hypotheses, ensuring data-backed decisions for MVP development.

Kun Shan University - Visiting Lecturer (Web Design) | Tainan, Taiwan | Sep 2024 – Jan 2025

- Developed and taught a UX/UI web design curriculum focused on user-centered design, information architecture, and Figma prototyping.
- Guided students through real-world design workflows, strengthening communication, critique, and presentation skills.

UX/UI Freelancer - Product Designer & Front-end Developer | Remote, UK | Sep 2023 – Present

- UX Research & Discovery:** Conducted competitor analysis and user interviews for international SaaS clients to define UX requirements and design direction.
- SaaS & System Design:** Designed and optimized data-heavy dashboards and internal tools with a focus on usability, accessibility, and scalable design systems.
- AI & Conversational UX:** Improved AI-driven chat and dashboard experiences by simplifying mentorship task flows and enhancing system clarity.
- End-to-End UX Delivery:** Owned the UX process from research to high-fidelity UI and design handoff in agile, cross-functional teams.
- Remote Collaboration:** Successfully managed multiple projects in fully remote, cross-time-zone environments.

Phrozen Tech Co., Ltd. - Product Designer (UX/UI) | Hsinchu, Taiwan | Sep 2021 – Dec 2022

- Heuristic Evaluation & Testing:** Executed iterative usability testing that identified critical pain points, leading to a **25% increase in user satisfaction** scores.
- UX Process Optimization:** Standardized prototyping workflows and design-to-engineering handoff processes, increasing team efficiency by 30%.
- Marketplace UX:** Managed creator-facing tools and content moderation flows for a 3D marketplace, focusing on **task efficiency** and data accessibility.
- Error Reduction:** Refined the 3D printer touch-interface through behavioral observation, successfully **reducing user error rates by 25%**.

**PIXUP Website (Marketplace Platform):** Contributed to the UX/UI design of Taiwan's leading 3D model marketplace, including creator management tools, content moderation flows, and data dashboards.

**Sonic Mighty 8K:** Assisted in refining the interface of a high-resolution 3D printer, reducing user error **rate by 25%**.

**Phrozen GO APP:** Designed interactive features and workflows to ensure a seamless end-to-end 3D printing experience.

Modo Design - 3D Experience Designer | Taipei, Taiwan | Dec 2018 – Mar 2020

- Designed immersive customer journeys and spatial experiences for retail and exhibition projects (e.g., New Balance Pop-up Store), ensuring consistent brand storytelling across physical and digital touchpoints.

Tatung - Designer (Contract) | Taipei, Taiwan | Mar 2017 – Aug 2018

- Led digital marketing and exhibition design initiatives to strengthen cross-channel brand consistency.
- Collaborated with stakeholders to align business objectives with design execution, contributing to a **30% uplift in user engagement**.
- Supported early e-commerce growth through SEO-conscious visual and UX design.

Education

Goldsmiths, University of London | MSc User Experience Engineering | London, UK | 2023 – 2024

Focus: Interaction Design, Quantitative Research Methods, Data Visualization, Human-Computer Interaction

Hochschule für Technik Stuttgart | Bachelor of Architecture and Design | Stuttgart, Germany | 2018 – 2018

Tatung University | Bachelor of Industrial Design | Taipei, Taiwan | 2014 – 2018

Skills

- Product Design:** End-to-End Design, Wireframing, Prototyping, Design Systems, Information Architecture, User Journey Mapping.
- Research & Data:** Usability Testing, A/B Testing, User Interviews, Data Analysis, Competitor Analysis.
- Tools:** Figma, Sketch, Adobe Creative Suite (PS, AI, AE), Miro, Rhino, Cinema 4D.
- Technical:** HTML, CSS / Sass, JavaScript, Webflow, SaaS Dashboard & Admin UX.
- Languages:** Mandarin (Native), English (Professional Working Proficiency).