

## Product Designer

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\*No visa required

## About

Hello! I have over 4 years of experience as a Product Designer, specializing in the adept handling of intricate data tables and the meticulous creation of design systems. Proficient in B2B operational intricacies, my strength lies in creating of user-friendly interfaces aligned with business goals. My design philosophy revolves around simplicity and clarity, ensuring a seamless blend of aesthetics and functionality. I look forward to contributing my design and expertise to your team.

## Experience

### KKDay

Senior product designer

Sep. 2023 - now

Taipei, Taiwan

[Website ↗](#)

Work in Rezio team (B2B travel SaaS system)

- Conducted in-depth exploration of Rezio product usage, documented user journey for product onboarding, identified user pain points, and proposed improvement strategies.
- Analyzed issues, prioritized tasks, and collaborated with PM and engineers to discuss problems, delivering optimal design solutions.
- Created Designer onboarding document, streamlining onboarding processes for new team members.
- Initiated Design System collaboration with the frontend team, ensuring design consistency and improved cross-departmental communication.

### Seeds Education

Freelance product designer

Aug. 2023 - now

Taipei, Taiwan

[Website ↗](#)

Online course website rebranding project (B2C)

- Translated visual designs into precise specifications, ensuring seamless implementation by engineering teams.
- Collaborated seamlessly with cross-functional teams—developers, graphic designers, and founders—to balance technical feasibility with original design aesthetics.
- Implemented bright/dark mode variables, maintaining design consistency across diverse user experiences.
- Facilitated effective stakeholder communication, incorporating feedback to refine and enhance overall design strategy.

### GoFreight

Product designer

Mar 2020 - Mar 2023

Taipei, Taiwan

[Website ↗](#)

Product Team

- Lead design of EC-Booking, from user flows, prototype, UI designs to hand-off and ongoing feedback to Quality Assurance.
- Improving existing features for 2B SaaS system - GoFreight FMS, Customer tracking portal working collaboratively with internal engineer team. (Website and Android App)
- Conduct relevant qualitative and quantitative research to discover customer needs, including data metric monitoring (hotjar, data studio), surveys and remote usability testing across different projects.

Design Team

- Contributing to a growing multi-brands design system
- Design reviewing, providing valuable feedback to my colleagues
- Mapping out the user journey of different roles based on user interview findings, resulting in the development of user-centered design solutions.

- Kidcastle China: Lead design of client's online course and foreigner tutor recruiting system from concept to wireframe, prototype and hand-off to developers
- Cryptocurrency exchange platform: Lead design of client's website and system from concept to wireframe, prototype and hand-off to developers
- Ideate, prototype and crafted customized website design for brands and companies
- Cover multiple projects in both print and website including: brochures, banners, digital advertising and websites.

### HowDesign

Visual designer

May 2018 - Jan 2020

Taipei, Taiwan

## Education

### MA Communication Design: Graphic Design

Kingston University (United Kingdom)

2016 - 2017

### BA French Language and Literature

Fu Jen Catholic University (Taiwan)

2011 - 2015

## Skills

### Design Process

UI Design • UI Flows • Prototype • Wireframes • A/B Testing & Experiment • Design System

### Research

Usability Testing • User Interviews • User Journey Mapping • Data Analysis • Competitive Analysis • Heuristic Evaluation

### Visual Design

Digital advertising • Website Design

### Programming

HTML • CSS • Javascript

## Tools

Figma • Miro • Adobe Creative Suite • Maze • Data Studio • Hotjar • Wordpress • Webflow • Squarespace

## Language

Mandarin - Native speaker

English - Fluent

## Personal

### APO Design - Co-writer

<https://apodesign.tw/>