

# Yu Hsiu Shen 沈郁琇

## UX UI Designer

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### EXPERIENCE

#### UX UI Designer / Design Lead

AsiaYo Co., Ltd., Taipei, Taiwan

May 2019 - Dec 2020 / Jan 2021 - Sep 2023

- Ran a design team of all platforms, increasing team sales by 50% and managing 3 designers with zero turnover
- Led the optimization of user experience and product features for responsive website design and App
- Planned and executed user research, implementing insights into workable solutions
- Established a design system to improve consistency and development

#### UX UI Designer Internship

Connexun Srl., Milan, Italy

May 2018 - Jul 2018

- Conducted user research and redesigned the company product website and the App

#### Visual Designer

ADBERT Co., Ltd., Taipei, Taiwan

Mar 2016 - Aug 2016

- Redesigned the company website and the App
- Designed mobile advertising projects

#### Visual Designer

Soohoobook Co., Ltd., Taipei, Taiwan

Aug 2015 - Feb 2016

- Designed the company website, App, and other projects

### EDUCATION

#### Master in Interaction Design (Scholarship)

Domus Academy, Italy

Sep 2017 - Aug 2018

#### Bachelor of Arts in Information Communication

Yuan Ze University, Taiwan

Sep 2011 - Jul 2015

### Activities & Honors

2019

Participant of the  
GlobalGradShow

2018

Design workshop with  
Cisco Systems, Inc. and  
Milan Municipality

### Industry Knowledge

Responsive Web Design

User Interface

User Experience

Design System

Wireframing

Rapid Prototyping

Design Research

Service Design

HTML & CSS

### Tools & Technologies

Figma, Sketch,

Photoshop, Illustrator,

Google Analytics, Miro,

FigJam, Procreate

### Languages

Mandarin (Mother tongue)

Taiwanese (Advanced)

English (Advanced)

Italian (Basic)