

Yu Hsiu Shen 沈郁琇

UX UI Designer

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EXPERIENCE

Design Lead

Jan 2021 - Sep 2023

AsiaYo Co., Ltd., Taipei, Taiwan

- Led a design team responsible for 2C & 2B products, increasing team scales by 50% and managing 3 designers with zero turnover
- Experience in optimizing 2C & 2B products, resulting in a 233% increase in company GMV
- Enhanced design influence by optimizing collaboration tools, refining work process, sharing user feedback data and design methodologies within the team
- Collaborated cross-functionally with product and business teams to achieve business goals

UX UI Designer

May 2019 - Dec 2020

AsiaYo Co., Ltd., Taipei, Taiwan

- Optimized 2C & 2B product features for responsive web and App
- Established design system with designers and FEs to improve consistency and efficiency
- Planned, executed user research, leveraging insights from data and qualitative research to optimize products
- Worked closely with PMs, RDs, QAs in an agile environment to improve product iteration speed

UX UI Designer Internship

May 2018 - Jul 2018

Connexun Srl., Milan, Italy

Visual Designer

Mar 2016 - Aug 2016

ADBERT Co., Ltd., Taipei, Taiwan

Visual Designer

Aug 2015 - Feb 2016

Soohoobook Co., Ltd., Taipei, Taiwan

EDUCATION

Master in Interaction Design (Scholarship)

Sep 2017 - Aug 2018

Domus Academy, Italy

Bachelor of Arts in Information Communication

Sep 2011 - Jul 2015

Yuan Ze University, Taiwan

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)