

Yu Hsiu Shen 沈郁琇

UX UI Designer

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EXPERIENCE

Design Lead / UX UI Designer

AsiaYo Co., Ltd., Taipei, Taiwan

Jan 2021 - Sep 2023 / May 2019 - Dec 2020

- Ran a design team of all platforms, increasing team scales 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)