

YUNA JONG

鍾張齡 Jang-ling (Yuna), Jong

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Professional Summary

Experienced design lead and product designer with 15 years in UI/UX and art direction. Proven track record of leading hybrid and remote teams to deliver end-to-end creative pipelines—from concept ideation to asset production and stakeholder alignment. Skilled in defining visual styles, mentoring artists, and integrating AI tools to streamline workflows. With a bilingual background and deep insight into user behavior, I bridge business goals with user needs to craft high-performing, visually compelling game experiences.

Education

National Chiao Tung University, Hsin Chu, Taiwan | 09/2009 to 07/2012
M.A. Industrial Design, Institute of Applied Art, GPA: 4.00/4.00

Aalto University, Helsinki, Finland | 01/2012 to 06/2012
Exchanged Program, Industrial and Strategic Design, Service Design

Tsinghua University, Beijing, China | 02/2011 to 06/2011
Exchanged Program, Academy of Art and Design, Book Design

Shih Chien University, Taipei, Taiwan | 09/2005 to 06/2009
B.F.A. Industrial and Product Design

Core Skills



Figma



Adobe CC



Overflow



Midjourney

Design Leadership & Communication

Professional Coach Certification, Workflow Optimization, Remote Team Collaboration

Art Direction & Creative Strategy

Art Direction & Creative Leadership, Competitor Analysis, Concept Creation, Strategic Planning, User Research & Testing

Design & Innovation

User Flow Design, Wireframing, UI Design, Prototyping, Motion Graphics Production, Design System Development

Language



Mandarin (Native)



Taiwanese (Native)



English (Fluent)

Professional Experience

Red Cypress Technologies, Taipei, Taiwan | 07/2017 to Present
Staff Product Designer | 07/2024 to Present

- Defined the creative vision and directed artists from 6 globally distributed studios across 3 countries
- Implementing a unified design system to ensure a consistent visual style across all projects.
- Developed compelling art directions by shaping product strategy through competitor analysis and user research, translating insights into actionable mockups that secured stakeholder buy-in.
- Partnered with cross-functional teams to align product strategy and development with design goals, leading to successful global launches in 17+ countries.

Design Team Lead | 01/2020 to 06/2024

- Built and led a 3-person design team, creating promotion paths and career frameworks that boosted retention and team growth.
- Aligned game promotion and platform design strategies with business goals, streamlining processes to overcome challenges and meet objectives.
- Fostered cross-functional collaboration across Taiwan, Hong Kong, Singapore, and Israel, expanding game promotion product services to 13+ countries.

UX/UI Designer | 07/2017 to 12/2019

Designed promotional and platform interfaces, conducted user interviews, and collaborated with developers to optimize UI.

Nogle Limited, Taipei, Taiwan | 07/2015 to 07/2017

Senior UX/UI Designer

Spearheaded 3D virtual-fitting interface design, from analysis to positioning, developing and refining UI through user feedback.

Mozilla Corporation, Taipei, Taiwan | 07/2013 to 07/2015

Creative Designer

Led Taiwan Firefox and Firefox OS brand design and created impactful marketing strategies through visual design.

- Led 10th anniversary online and offline campaign design, achieving record-breaking engagement and visibility.
- Drove top hit rates and FB engagement in year-end campaign.
- Created top-performing themes for two consecutive years.

Scenario Lab, Hsinchu, Taiwan | 10/2012 to 07/2013

User Experience Designer

Drove innovation with scenario design, co-creation workshops, and UI prototyping, using research and data to solve problems.

Scenario Lab, Hsinchu, Taiwan | 10/2010 to 08/2011

User Experience Designer Intern

Improved hospital experiences through user research, data visualization, and innovative product design, meeting user needs.