

ANNLEI

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SELECTED PROJECTS

Design Lead, Project Manager | Ellipse Mar 2021-Aug 2021

MHCI+D Capstone - Advised by Adobe

A mobile application that influences sustainable purchasing behaviors on electronic devices.

- Led and prototyped design responses that incorporated gamification to support sustainable consumer behavior.
- Created and implemented design system based on industry research that aligned with design principles.
- Coded, analyzed, and derived usability tests into actionable insights to guide ongoing design direction based on user needs.
- Conducted 18 semi-structured interviews with experts and target users.

UX Design Lead | codeFair Jan 2021-Mar 2021

A web-based platform that incentivizes developers to provide timely support for end-users.

- Led and coordinated three core tasks with low-fidelity prototype for usability testing.
- Collaborated with engineering and business teams to build platform.
- Built a responsive website prototype in Figma that accelerated wireframe development and design iteration.

UX/UI Designer, Researcher | Maricopa County Jul 2015-Jun 2016

Independent Project

A redesign of the online permit application websites for three departments in Maricopa County, Arizona.

- Led end-to-end redesign of UI with color, typography, and iconography to improve visual hierarchy.
- Produced a high-fidelity clickable digital prototype in Sketch and Flinto.
- Researched problem space and interviewed eight key stakeholders.

WORK EXPERIENCE

Website Coordinator | University of Washington Sep 2020-Aug 2021

- Collaborated with faculty and outreach team to develop content for UW MHCI+D website.
- Built and refined 10+ web features and flows to provide more complete information based on user needs.
- Enhanced user interface for a more user-friendly design.

User Experience Designer | Integrity Marketing Services Jun 2020-Aug 2020 **Internship**

- Led and developed user research, site maps, user flows, wireframes and prototypes across web and mobile products.
- Collaborated with multidisciplinary teams to define product requirements.
- Created designs for different screen types and media platforms and raised engagement rate on social media 67% in three months.

Designer, Photographer, Videographer | Freelance 2015 Oct-Aug 2020

- Ideated strategies and collaborated with brands to create media content for websites, promotions, and packages.
- Consulted with clients and executed on client needs and desires.

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EDUCATION

Human-Computer Interaction and Design | Master of HCI+D

University of Washington
Seattle, United States

Sep 2020-Aug 2021

Visual Communication Design | Master of VCD

Arizona State University
Tempe, United States

May 2018-May 2020

Management Information Systems | Bachelor of Business Administration

National Chung Hsing University
Taichung, Taiwan

Sep 2013-Jun 2017

SKILLS

Design

InDesign
Illustrator
Photoshop
Premiere Pro
After Effects
Lightroom
Miro

Prototype

Adobe XD
Figma
Sketch
Flinto
Invision
SketchUp

Development

HTML
CSS
Javascript
Vegalite
Unity3D
D3
C