



I'M A UI/UX DESIGNER

I worked in diverse cross-functional team-based projects, combining frontend visual design and industrial design to create visually compelling yet practical interfaces for apps and websites.

EXPERIENCE

Office of Multicultural Student Affairs | Virginia Commonwealth University

Marketing & Graphic Designer | 2022-2023

- Developed culturally appropriate and inclusive content and graphics for social media, resulting in a +19% increase in Instagram engagement.
- Presented creative concepts to managers and directors and committed to iterative revision.
- Executed multi-channel campaigns for digital platforms and print, encompassing email newsletters, Axs TV, digital banners, and various-sized flyers.

LinkULife System Development Co. | Taipei, Taiwan

Front-End Visual Designer | 2020-2021

- Worked with back-end developers to design UI across various sectors, including crafting user flows and journeys for projects like a reward-based invoicing platform for the Ministry of Finance, a Taiwanese souvenir vending machine, and a private trading mobile game.
- Designed a SaaS community IoT system with role-based access control for stakeholders & residents.
- Boosted customer engagement by coding an interactive digital trivia game for the DBS Bank event.
- Expanded market reach through the creation of a responsive one-page eCommerce website.
- Streamlined debt tracking management for a pawnshop by developing a web-based calculating system.

TAEHEE WEDDING Co. | Taipei, Taiwan

Marketing & Graphic Designer | 2018-2019

- Enhanced website usability and applied market research to advertising, promotions, and campaigns.
- Developed peripheral wedding products, including invitations, welcome signs, photo books, and videos.

EDUCATION

VCU Brandcenter | 2021-2023

M. S. Business | Branding & Experience Design | Richmond, VA

- Won a one-week sprint Live Client competition by targeting Gen Z with a responsive website.
- Revamped user flow, experience, and UI of a sports career development agency's website.
- Improved usability and utility of a startup agency's website through touchpoint determination and journey mapping, resulting in UI redesign from wireframes to high-fidelity prototypes.
- Collaborated with strategists and creatives to ideate and communicate innovative solutions for brands like Clorox, Axe, and Barclays.
- Promoted accessibility of a FinTech mobile app for neurodivergent users through visualized and simplified UI, integrating financial video learning and gamification.

Tatung University | 2017-2019

B. Des. in Industrial Design | Industrial Design | Taipei, Taiwan

- Enhanced product designs through critical and innovative problem-solving.
- Utilized multimedia materials and operated 3D printers and CNC machines for product prototyping.
- Developed brand identities, campaigns, prints, and packages to align with targeted user strategies.

SKILLS : Interaction Design / UI Design / Prototyping / Personas / Journey Mapping / User Flow / UX Research / User Testing / Illustration / 3D Modeling / Branding / Motion Graphics

TOOLS : Figma / Webflow / Protopie / VS Code / HTML / CSS / Bootstrap / Adobe Creative Suite / Rhino 3D / Keyshot / Blender / Miro / Asana / Procreate / WordPress / Wix