

## EXPERIENCE

### ● JH Creative Studio

(Toronto, Canada)  
May. 2023 - Present

### ● ASUS (ASUSTek Computer Inc.) User Experience Design Department, Design Centre, Headquarters

(Taipei, Taiwan)  
Jul. 2021 - Nov. 2022

### ● Digital Product School by UnternehmerTUM

(Munich, Germany)  
Sep. 2020 - Nov. 2020

### ● World Kite Ltd. (London, United Kingdom)

Jan. 2019 - Sep. 2020

### ● FINPO Creative Design (Taipei, Taiwan)

Mar. 2015 - Aug. 2018

### ● DILMAH TEA (Taipei, Taiwan)

Jul. 2012 - Jul. 2014

### ● SUMMIT PROJECTS (Taipei, Taiwan)

Jun. 2011 - Jun. 2012

### ● C.S.T. GLOBAL CUSTOMIZED SERVICE (Taipei, Taiwan)

Oct. 2010 - Mar. 2011

### Freelance Product Designer

- Providing end-to-end design solutions for various clients, including web design, UI/UX, and visual Identity.
- Developing client relationships and managing all aspects of project workflow, from initial consultation to final delivery.

### Senior User Interface Designer

- Cross-department collaboration with product managers, fellow designers, and software engineers to develop B2B and B2C products.
- Designed user interfaces, conducted user testing to improve usability, accessibility, user experience, made design systems and guidelines for multiple platforms, products, and devices. (AniMe Matrix, ProArt, Ultrasound App, Smart Glasses, AloT products...etc.)
- Created popular animations for AniMe Matrix's content library, developed intuitive UI for ASUS MediConnect (iF Design Award winner), and mentored interns on UI/UX design tasks.

### Interaction Designer

- Responsible for user research, interaction, visual design, prototyping, and user testing across web and mobile products.
- Worked in a cross-functional team and collaborated with product manager, software engineers, AI engineer and stakeholders (City of Munich) to help define product requirements and implement UI/UX design.
- Delivered an MVP (minimum viable product) within three months.

### Visual Designer

- In charge of creating a brand identity for the company.
- Designed user interface for World Kite app and the landing page then successfully launched the app in Google and Apple app stores.
- Developed marketing materials for social media.

### Visual Designer

- Developed user-centred digital and print marketing materials from concept to completion.
- Collaborated with product managers and web engineers, designed and developed customized websites.
- Created packaging designs and mock-ups.

### Graphic Designer

- Designed in-store and social media advertising.
- Assisted in visual merchandising and in-store campaigns.

### Graphic Design Assistant

- Designed brochures, poster, postcards and preparing files for print.
- Assisted in the planning and execution of events and exhibitions.

### Product Design Assistant

- Created promotional materials and presentations for the sales team.
- Communicated with domestic and overseas factories for samples.

## EDUCATION

### ● Kun Shan University (Tainan, Taiwan)

2006 - 2010

### Bachelor of Fine Arts - BFA

Visual Communication Design

## SKILLS

### UI/UX Design    Graphic Design

User Research, Wireframing, Prototyping, Visual Design, Animation Design, Usability Testing, Accessibility, Design Systems

## SOFTWARE

### Adobe Creative Suite

Illustrator, Photoshop, InDesign, XD, After Effects

### Figma

Sketch

InVision

## LANGUAGES

English (Fluent)

Mandarin (Native)