

IRIS HSIEH

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PROFESSIONAL SUMMARY

Product Designer with over 6 years of experience crafting intuitive B2B and B2C digital products. Skilled in end-to-end UI design using Figma and building design systems, reducing development time by 30%. Proven track record delivering high-fidelity, accessible interfaces across web and mobile by collaborating closely with product, engineering, and research teams.

PROFESSIONAL EXPERIENCE

Aerkomm inc. | *Product Designer (B2B, B2C)*

Mar 2020 - Present

- Increased platform adoption and stakeholder satisfaction by leading end-to-end product design focused on accessibility standards, managing the full lifecycle from ideation to implementation.
- Launched an inflight ordering system for low-cost airlines (passenger and crew portals) by developing high-fidelity prototypes in Figma, improving operational efficiency and modernizing the overall ordering experience.
- Reduced development time by 30% by establishing the company's first design system in Figma, driving consistency across platforms and enabling cross-functional teams to work more effectively.
- Accelerated delivery of mobile and tablet solutions by collaborating closely with engineering, product, operations, and airline research teams to ensure alignment with business goals.
- Cut crew portal order processing time by 30% by conducting user research and usability testing to identify friction points and optimize workflows.
- Drove a 40% increase in onboard order volume by refining passenger ordering flows and simplifying key decision points in the UX.

Citroën | *UX/UI Designer (B2C)*

Sep 2019 - Dec 2020

- Influenced the future user experience for autonomous vehicles (targeted for 2025 launch) by representing UX/UI in a PSA Peugeot Citroën sponsored project and aligning with Industrial Design and Interior Architecture.
- Defined the primary digital interface for vehicle functions by leading the end-to-end design of a mobile app, including user journey mapping, wireframing, prototyping, and usability validation to ensure a seamless, intuitive experience.

Leading Properties, Inc | *Web Designer*

Jan 2019 - Mar 2020

- Increased property listing engagement by 15% through user-centered wireframes that highlighted key property details and clarified navigation.
- Reduced client revision requests by 35% by delivering high-fidelity website mockups that balanced brand consistency with user needs.
- Shortened the design-to-launch timeline by 20% by coordinating closely with stakeholders to prioritize requirements and ship websites that improved property conversion rates over previous digital assets.

Waker International Ad | *Visual Designer*

Sep 2015 - Sep 2016

- Drove 3 successful campaign launches by developing creative strategies that directly addressed client objectives and audience engagement goals.
- Maintained 90% brand consistency across channels by designing cohesive visual assets tailored to each medium's constraints and opportunities.
- Achieved positive client feedback on 85% of presentations by clearly linking design concepts to business outcomes and demonstrating projected ROI.

EDUCATION

Academy of Art University | *Master's, Interaction & UI/UX Design*

Jul 2017 - Dec 2019

Chaoyang University of Technology | *Bachelor's, Communications of Arts*

Jan 2010 - Dec 2014

Fu-Hsin Arts and Trade School | *Associate's, Graphic Design*

Sep 2007 - Dec 2010

SKILLS

- **Design Tools:** Figma, Adobe Creative Suite, Miro, Webflow, JIRA
- **UI/UX & Visual:** UI/UX Design, visual design, visual communication, typography, Wireframe, prototyping, component libraries, user test
- **Product Strategy & Research:** Product Design, Product Lifecycle Management, Branding, Marketing, Research, user research, Business Analytics, Data Analysis, A/B Testing, Usability Testing
- **Development & Technical:** HTML/CSS, Web Development, full-stack
- **Responsive Design:** Mobile Design, Tablet Design, Desktop Design
- **Design Systems & Accessibility:** Design Systems Development, WCAG, Accessibility Standards

LANGUAGES

- English (professional)
- Mandarin (native)