

## EDUCATION

University of Southern California - MFA Design

Aug 2023 - Aug 2025 | GPA: 3.8/4.00

School of Visual Arts - BFA Graphic Design

Aug 2019 - May 2023 | GPA: 3.9/4.00

National Taiwan University of Science and Technology - Sociology/Banking, and Financial Markets

Summer 20 | A

## WORK EXPERIENCE

Visual & Web Designer – Q Ministry

May 2025 - Jul 2025

- Established the visual style and brand identity for the main website, ensuring a consistent and engaging user experience.
- Built and managed a **Shopify** store to drive fundraising, and optimizing store operations for increased donation reach.
- Authored and optimized blog content, **enhancing SEO** and driving greater community engagement.

Product Designer - JOYME

May 2024 - Dec 2024

- Directed **cross-platform visual design** and marketing strategy for mobile apps and web, resulting in a **35% increase in engagement** through gamified features and streamlined navigation.
- Launched personalized dashboard and referral systems, **attracting 15k+ new users** and **elevating brand visibility by 40%**.
- Developed **cohesive visual language** across websites, events, and media in Figma, **increasing average session duration**.
- Presented design insights and campaign mockups in strategy sessions, contributing to a **20% app download increase**.
- Optimized onboarding flow and design components using Photoshop and Figma, **reducing user drop-off by 25%** and improving **usability scores from user surveys**.

Lead Product Designer - WithFeeling.AI

Feb 2023 - Aug 2023

- Led visual overhaul** of responsive mobile and web apps, elevating brand visuals through cohesive art direction, engaging micro-interactions, and refined layouts, which boosted session time.
- Collaborated with colleagues to **redesign branding, onboarding, and community visuals**, resulting in 2,000 new core users and a 25% increase in community engagement..
- Using Illustrator and Figma, **delivering production-ready graphic assets** and reducing handoff issues.
- Applied expertise to **launch branded digital products across platforms**, driving a 28% increase in monthly user adoption.

Graphic & Web Design Intern - Yeh IDEology

July 2022 - Aug 2022

- Redesigned website visual hierarchy and navigation**, achieving a 20% increase in average session duration.
- Created new business cards, icons, and digital illustrations to enhance brand identity and marketing materials.
- Analyzed competitors and conducted visual audits, recommending improvements and guiding redesign direction.
- Supported end-to-end design process with Figma, **reducing bounce rate by 18%**.

Designer & Researcher Intern - Beijing DMS Software Co., LTD

Jan 2021 - Aug 2021

- Designed user-friendly interfaces and branded visuals, earning a 4.5+ rating in internal user testing.
- Collaborated with PMs to prototype and deliver key visual assets aligned with business goals.
- Developed **3D visual models using C4D**, enhancing presentations with interactive, client-facing graphics.

## ACTIVITIES & PROJECTS

Merchandise Design

Shared Wealth Initiative

- Designed original t-shirt graphics in Illustrator and Photoshop to support small business advocacy, creating impactful visual messaging for community campaigns and fundraising.

Campaign Materials Design

Klarna

- Produced multi-platform campaign assets and branded visuals for Klarna, increasing user engagement with festive illustrations and responsive landing page layouts.

Map App Icon Redesign

Tencent

- Redesigned app icons and graphic systems for Tencent Map, improving clarity and strengthening brand identity.

Group-Buy UI/UX Iteration

TikTok

- Refreshed interface graphics and layout for TikTok's Group-Buy feature, optimizing hierarchy and usability in testing.

## SKILLS

- Adobe Creative Suite** ( Ai, Ps, Lr, Ae, Pr, Dw, Xd)
- Cinema 4D** with Octane Renderer
- Photography and Post-Processing, **300K views/mo**
- Stable Diffusion with ComfyUI**, Midjourney, ChatGPT, Ideogram, and Adobe Firefly.
- Microsoft Office 365 & Apple iWork
- Figma, Sketch**, Principle for UI/UX
- Product Requirements Document
- Web design with CMS, **Webflow**
- ArcGIS Pro & ArcGIS Online