

Grace Tsai

UX Product Designer with 5+ years of experience creating user-centered solutions across AI, B2B SaaS, and B2C products, driving impactful and scalable experiences.

Experience

Senior Product Designer, Vyin AI (Gamania Digital Entertainment)

June 2025 – Present | Taipei, Taiwan

- Collaborating with ML and engineering teams to design B2B2C AI chatbot experiences that improve usability while aligning with technical feasibility.
- Designing and prototyping an AI voice agent MVP to drive business development initiatives, enabling the team to scale outreach efforts and validate market-fit through high-fidelity simulations.
- Owning and evolving the design system from its MVP foundation into a scalable, robust system. By refining components and building comprehensive documentation, reducing design QA and communication overhead by 20% to accelerate delivery speed.
- Partnering closely with PM to define and explore next-generation product concepts, aligning user needs with long-term product strategy.

Product Designer, Kdan

January 2023 – April 2024 | Tainan, Taiwan

Product: DottedSign – B2B SaaS E-Signature Service

- Streamlined and optimised the product journey and features of DottedSign through data-focused design across web, iOS, and Android platforms, leading to substantial enhancements for over 1 million users worldwide.
- Spearheaded cross-functional collaboration among product managers, engineers, and stakeholders, effectively balancing user and business needs while aligning with business goals, resulting in an impressive 11% increase in user engagement.

UI/UX Designer, Kdan

February 2020 – December 2022 | Tainan, Taiwan

Product: Markup – Online Reading and Annotation Tool

- Led the end-to-end design processes and product assumption evaluation to deliver a transformative redesign of Markup's browser extension. This resulted in an impressive 27% surge in user numbers within just one month.
- Orchestrated a comprehensive overhaul of the responsive web app, achieving a remarkable 13% surge in the user base within a month, with a focus on enhancing the web experience and extending mobile accessibility.
- Revamped the iOS app's in-app purchase experience, optimising the user flow, which drove a significant increase in adoption and new subscriptions, resulting in a remarkable 24% revenue boost within a month.

Product: Write-on Video App – The Video Maker for Storytellers

- Spearheaded the complete redesign of the mobile app onboarding experience, resulting in a significant enhancement of users' first-time interactions. Successfully delivered the MVP project within an accelerated 6-week timeline.
- Collaborated with cross-functional teams to conceptualize and implement video editing features, delivering significant user experience enhancements that greatly benefit global users across 9 languages.
- Audited the user journey, identifying and addressing critical pain points experienced by users, then created high-fidelity prototypes that effectively communicated design solutions, securing buy-in from the product team for implementation.

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Education

School of Visual Arts

New York, NY | 2016 – 2019

Bachelor of Fine Arts in Design,
Concentration in Interaction Design

Skills

Design

UX Design, UI Design,
Interaction Design, Design Strategy,
Design Thinking, Wireframing,
Rapid Prototyping, Visual Design,
Design System, Website Design,
Information Architecture

Research

Usability Testing, Competitor Analysis,
User Journey Mapping

Tools

Figma, Sketch, Zeplin, Adobe Suite
(Illustrator, Photoshop, After Effects),
Miro, Notion, Webflow

Certificates

Human-Computer Interaction

Interaction Design Foundation

User Research Methods and Best Practices

Interaction Design Foundation

Languages

English

Professional Working Proficiency

Mandarin Chinese

Native