

Product Designer with 5+ years of experience in crypto, recruitment, and audio industries. I specialize in translating user insights into strategic design solutions that balance usability, scalability, and business goals. Passionate about modular systems, behavioral UX, and cross-functional collaboration. Also active as a UX mentorship TA supporting emerging designers through feedback and learning.

EXPERIENCE

Heptabase Project (Design Lead)

AAPD Design Competition :

Oct. 2025 -Dec. 2025

- Winner of the Best Insight Award
- Selected as a Top 8 finalist among 16 teams

Research & Testing

- Hosted and led 6 user interviews, driving clarity on real behaviors and unmet needs
- Facilitated 5 ideation tests to validate early concepts and refine product direction
- Conducted 5 usability testing sessions, uncovering usability issues and guiding iterative design improvements

Facilitation

- Designed and facilitated 1 icebreaker activity to improve team engagement and collaboration
- Led 8 workshops (co-design, prioritization, insight synthesis) to align stakeholders and support design decision-making

Design Lead & Mentor

- Led design direction while mentoring designers through structured feedback and reviews

Freelancer

Mar. 2025 -Present

Leasing product:

- Designed and delivered a landlord rent collection & property management app with modules for account, contract, member center, lifestyle tools, and payments.
- Built wireframes and interactive prototypes in Figma, including onboarding flows that improved user adoption and retention.
- Implemented landlord risk-control features (tenant scoring, blacklist checks) to increase trust and reduce rental risks.
- Optimized a credit/point-based purchase flow to streamline transactions and boost success rates.
- Designed and optimized the company’s official website, focusing on information architecture, responsive UI, and brand consistency to strengthen online presence and user engagement.

Cryptocurrency product:

- Led the end-to-end redesign of a decentralized crypto investment platform, enhancing usability for both Web3 beginners and experienced investors in the Japanese market.
- Conducted heuristic evaluation to identify UX pain points across login, dashboard, vaults, and filtering systems; proposed modular, user-friendly solutions.
- Designed a unified, visually clear filtering system to streamline strategy discovery and boost user trust—combining multi-condition filters, histogram sliders, and onboarding tailored to diverse crypto users.

UIUX Designer

1111 JobB Bank (Global Chinese International Co., LTD.)

Jul. 2024 -Feb. 2025

- Led the UI/UX redesign of a recruitment app, improving user experience for both job seekers and employers.
- Built the design system from scratch to ensure consistency and scalability across the platform.
- Created high-fidelity prototypes to facilitate collaboration between product managers, and developers.

Product Designer

Deepwave Inc.

Jan. 2022 - May. 2024

- Performed usability testing, user interviews, and competitive analysis to gather insights and identify areas for improvement.
- Established a comprehensive design system, ensuring consistency across multiple platforms and products.
- Designed 7 digital products, including 5 websites and 2 applications (B2B and B2C), from ideation to launch.
- Boosted user engagement by increasing avg. session duration by 35% and reducing bounce rate by 22%
- Enhanced retention with a 27% uplift in returning users.
- The Noise Eraser APP achieved a 4.9-star rating on the Apple Store and a 4.7-star rating on Google Play.

UIUX Designer

ULSee Inc.

Nov. 2019 - Nov.2021

- Designed the AI Infrared App (B2B) for body temperature detection and facial recognition, B2C product 3D Tours APP for presenting spaces to end-users and using Figma for wireframe, user flows, and mockups.
- Designed the B2C product 3D Tours APP for presenting spaces to end-users, handling wireframes, user flows, prototypes, and mockups and collaborating with a British team.
- Designed the ULSEE360 official website, defining the visual style.

Freelancer

Freelancer

Jan. 2019 - Oct. 2019

- Redesigned a leasing company's official website, adhering to branding guidelines and best practices.
- Created marketing graphics and materials for various clients.

Venture for Youth

Project consultant

Mar. 2015 - Apr. 2017

- Diagnosed critical issues and proposed innovative solutions across various B2B and B2C projects, including digital marketing strategies and operational enhancements.
- Conducted comprehensive research on the product, competitors, and user behavior through user interviews and questionnaires for digital marketing solutions for a restaurant.
- Developed digital marketing and product concepts, increasing restaurant customer by 20%.
- Conducted market research and analysis to identify operational improvement opportunities for a hotel client's solutions.
- Designed user-centric solutions utilizing user stories, personas, and journey mapping for the hotel's operational solutions.

Taiwan Naturals & Organics

UI & Visual Designer

Sep. 2014 - Feb. 2015

- Designed the company's official website, ensuring adherence to branding guidelines and best practices for web design.
- Created visually appealing graphics and marketing materials for various campaigns.

EDUCATION

Queen Mary University of London
MSc in Marketing, Merit
2017 - 2018

Fu Jen University
BS in Applied Arts
Major in Metal Craft & Product Design | Minor in Visual Design
2010 - 2014

LANGUAGE

IELTS — 6.5
Mandarin — Native

SOCIAL IMPACT

UX Mentorship Program — TA & Event Host

- Hosted a pre-event activity and facilitated peer interaction during lecture
- Encouraged group engagement and helped junior designers build confidence through collaboration

Apr. 2023 - Oct.2023