

Rebecca Yu (HsinYing)

Product / UIUX Designer

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[Portfolio Link](#)

+886 933461 751 (Taiwan)

SKILLS

Product / UIUX Design

- App & Web (iOS/Android/RWD)
- Design Systems
- Accessibility (WCAG)
- Research & Testing

Visual Design

- Branding
- Illustration
- Event Visuals

TOOLS

- Figma / FigJam
- Photoshop / Illustrator

EDUCATION

National Dong Hwa University – Diploma in Art & Design 09/2012 - 06/2016

- Chief Graduation Album Editor
- Sports Section Chief in Art and Design Student Association
- Basketball team player

CAREER PROFILE

- 8+ years of experience in visual, UI/UX, and product design
- Specialized in cross-platform systems (iOS, Android, Web) with strong WCAG accessibility knowledge
- Co-led regional design systems adopted across multiple teams and collaborated closely with engineers.
- Background in branding, illustration, and visual storytelling for cultural and commercial projects

WORK EXPERIENCE

Product Designer • Cathay United Bank • Taiwan, Taichung 02/2025 - Present

- Built and scaled a multi-product design system for regional rollout
- Led design for a core app and collaborated with engineers on platform-native components
- Trained and supported international design teams across multiple regions

UIUX Designer • Foxconn Technology Group • Taiwan, Kaohsiung 02/2022 - 08/2024

- Designed smart city apps and web platforms with WCAG-compliant systems
- Contributed to award-winning projects (Red Dot, Good Design, GDA)
- Directed branding for internal and public-facing events

UIUX Designer • Aplus Digital Consulting Co., Ltd. • Taiwan, Taipei 07/2020 - 11/2021

- Created SaaS CRM tools and ATM interfaces, including user testing
- ATM redesign featured in media and praised for improved UX

Graphic Designer • Onion Design Associates • Taiwan, Taipei 06/2018 - 03/2020

- Produced visuals and packaging for art/music festivals and retail
- Work featured in national media and launched commercially

Co-Founder • Travel Taberu Magazine • Taiwan 08/2016 - 08/2018

- Led a 9-person team for research, interviews, and editorial
- Produced and distributed two lifestyle magazines (Eslite, Books.com.tw)

Graphic Designer • Dun-Fu Image Strategies Inc. • Taiwan, Pingtung 07/2016 - 10/2017

- Designed companies' identities, logos, crop packages, and illustrations