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PUBLICATION

Affordances Feature on
Package Design has
Preference Effect on
Content,
HCI International 2015

SOFTWARES

Figma
Affinity Serif
Adobe Creative

PROGRAMMING

Vue.js
Python

STRENGTHS

Product Design
Product Strategy
Product Development
User Experience
User Interface Design
Branding

I am a startup-based product designer specializing in user-driven design solutions. As a product lead with experience in agile development, I study human behavior to unearth market insights and opportunities. I establish workflows to boost the productivity of the product team and collaborate with international members to create products featuring empathic design solutions.

EXPERIENCE

PRODUCT ROLE

Blockchain - SupraOracles 2021.7 - Current

Led the product team

- Headed an agile team to develop a blockchain explorer that is a **fundamental infrastructure of the company's ecosystem**
- Managed an agile team with a UIUX designer, a project manager and a marketing consultant. I reported to the CEO & VP of product weekly and C-suite seasonally.

Directed the product design

- Established a semantic design system for product design ,and it **became the design principle of the product teams**

UIUX ROLE

Fintech - Formosa Financial 2018.9 - 2021.4

Implemented the function development through a UX case study

- Led a UX research project and executed a UX case study and shared the solution from the study that discovered the pain points of the retail market. The c-suite decided to **pivot the product from B2B to B2C** because of this report

Headed the design of the crypto asset management product

- Controlled the consolidation and revision of outsourced designs to reach the criteria of the company's market fit
- Defined the APIs and data flow with the backend division to make sure all design elements get the proper data, in order to enhance the effectiveness of the development process

Virtual Gym - Coretronic 2017.7 - 2018.7

Supported a \$400 Million fitness club to develop its EIP system

- Organized product manuals and collected clients' feedback with other department managers to reach final specification
- Created mockups and wrote collaboration tool tutorials to establish a new development workflow with the team, and the tutorials were written into the official handbook

Led the design of the first digital gym in Taiwan(2018)

- Introduced the process of using the collaboration tool, Sympli.io, to save **80% development time** for engineering teams and managers
- Simplified information on the platform with data analysis from the device, but kept the crucial data for training purposes, and this version of the product contributed **65% of revenue** yearly for the company

P2P Business - Levooya 2017.4 - 2017.6

Took over and redesigned the app to publish on App Store

- Took over the design system from the previous designers and designed the UI libraries for all devices on iOS
- Analyzed the market needs to depict business model canvas and value proposition reference that **saved 2/3 of the research time** compared with the previous method