

EXPERIENCE

ustwo Product Designer

September 2013 - Present, New York City

- Lead and design user experience for digital products on various platforms such as web, mobile, and wearable
- Conduct user research and apply research insights into design strategy or manifest in service design
- Use prototypes or motion design to communicate ideas with internal teams or external stakeholders
- Create visual design system or patterns that support product goals and brand value
- On site client consultation and organizational workflow optimization.
- Collaborate in multidiscipline team to deliver end to end product solution for clients includes Nook, Sony, Amex, and Google

R/GA Interaction Designer

June 2011 - September 2013, New York City

- Ideating and strategic thinking for clients includes Verizon Wireless, Abercrombie, PwC, Coke-cola, Samsung and Patch (an AOL company).
- Create and maintain user experience documentation such as competitive site analyses, site maps, user flow, diagrams, detailed navigation flow, and detailed functional wireframes.
- Collaborate cross disciplines to bring design concepts and wireframes to final production deliverables.
- Identify user needs and business goals, designing user experience that translate cross platforms and align with overall branding.

Thomson Reuters Interaction & Visual Design Intern

May 2010 - September 2010, New York City

- Brainstormed and wireframed desktop financial software interface design
- Defined visual design standard for the new Investment & Advisory core product
- Communicated with development team and documented design standard and elements

EDUCATION

University of Michigan, Ann ArborM.S.I. in Human Computer Interaction
May 2011**National Taiwan University**B.S. in Bio-Industrial Mechatronics
Engineering
June 2009

SKILLS

User experience design
Interaction design
Service design
User research and insights
Usability testing
Illustration
Information visualization
Prototyping
Visual design

AWARD

Midas Certificate PwC 365An iPad app helps people stay on top of business news and research with a customized, real-time feed of PwC's latest insights.
(2014 B2B Category, R/GA)

LANGUAGES

English
Mandarin Chinese