

## SKILLS & TOOLS

- Responsive Web Design
- User Research & Testing
- IA, Task Flows & Wireframing
- Interaction Design
- Data Visualization & Infographic
- Game Design
- Design & Project Management
- Branding & Marketing Strategy
- Creative & Art Directing
- Adobe Creative Suite
- Figma
- Sketch
- Invision
- HTML, CSS, Javascript

## LANGUAGE

Mandarin (Native)

English (Business Proficiency)

## AWARD AND HONOR

**AAU Spring Show (Thesis Category)**

Academy of Art University | 2013

**Vice President of Student Association**

National Dong Hwa University | 2006

## EDUCATION

**MFA | Web Design and New Media**

[Academy of Art University, San Francisco, CA](#)

Sept 2009 — Dec 2012

**BS | Computer Science Information Engineering**

[National Dong Hwa University, Hualien, Taiwan](#)

Sept 2003 — July 2007

## CAREER MILESTONES

**UX Designer / Consultant** [OO Studio, Taipei, Taiwan](#) 2019 May — Present

Provided product UX design consultation by emphasizing simplicity, user friendliness, and design sophistication. I directed all aspects of the creative production process, which included setting the overall design strategies and furthering staff ideas.

Tasked with multifaceted team to drive product research, UI design, and user testing. I mentored from team to team in establishing the overall design principles in order to deliver exceptional project experiences.

**Design Lead** [HP Inc., Palo Alto, CA \(Remote in Taiwan\)](#) 2017 Feb — 2019 May

As a lead, I led the design team in integrating the creatives between HP OMEN and Blizzard's Overwatch campaign that was launched globally and spanned over 50+ countries. I initiated a UX/brand guideline with Esports community, which led to massive product interest for the HP OMEN line of products, especially in the China market.

I oversaw the creative critiques and built integrated marketing strategies for HP Premium campaigns around the world. I developed comprehensive UX guidelines that were used to implement the responsive design of both current and future HP product pages.

**UX Designer** [Hewlett-Packard, Palo Alto, CA](#) 2013 Nov — 2017 Feb

Worked hand in hand with my creative director in order to design and produce global campaign materials. The most notable project on which we worked together was the entire redesign of the HP homepage.

I facilitated collaboration with PMs and disparate business units to develop/launch over 20+ featured product pages. In addition, I developed responsive design guidelines to deliver a more consistent and efficient design/development process.

**UI / UX Designer** [Pennypop, San Francisco, CA](#) 2014 Jan — 2014 May

Reported directly to the founders while working closely with a cross-functional team and implementing a robust mobile gaming experience. I was responsible for the UI design, graphic elements and marketing materials for an AAA title mobile game known as Battle Camp.

**Web Designer Intern** [Ogilvy, Taipei, Taiwan](#) 2009 Apr — 2009 July

Produced rich media and advertising materials, contributed to the creation and distribution of press content for AMD Campaigns that were used in 2009 COMPUTEX.