

EDUCATION

University of Texas at Austin

2022 - 2024, Austin, TX

M.S. in Information Studies

Focus: UX Design

Shih Chien University

2010 - 2014, Taipei, Taiwan

B.A. in Industrial Design

SKILLS

Design

Figma, Sketch, Adobe Photoshop and Illustrator, Miro, InVision, Principle, Visual Design, Motion Design, Interaction Design, Persona, Storyboarding, Wireframe, Prototype, Flow Diagram, Information Architecture, Journey Map, HTML/CSS

Research & Data Analysis

Tableau, SQL, Python, Data Visualization, Usability Testing, User Interviews, Focus Groups, Competitor Analysis, Market Research, A/B Testing

Product Management

Jira, Confluence, Axure, Agile Development, MS Excel, Word, Outlook, G Suite

WORK EXPERIENCE

UX Designer / Roadie

July 2023 - Now, Austin, TX

- Designed and optimized **delivery tracking** experience for SMBs and corporate users like CVS, Walmart, The Home Depot, and Delta Airlines.
- Led the creation of the **design system**, enhancing visual consistency across products for senders, drivers, and internal operations.

Senior Product Designer / Younger

June 2022 - Aug 2022, Taipei City, Taiwan

- Designed a **healthcare management system**, empowering healthcare specialists in analyzing lab results data, and facilitating treatment decisions.

Senior Product Designer / SmartBee Intelligence

Sep 2020 - Aug 2022, Taipei City, Taiwan

- Collaborated with **cross-functional teams** to design **enterprise and B2B SaaS** products for customers in the **supply chain** and **logistics industry**.
- Designed **freight operation management systems** for Dimerco, a renowned freight forwarder, enabling seamless customer service across **17+ countries**.
- Led a team of **6 members** to conduct **user research**, creating features that reduce **80% of quotation work** for freight forwarder sales reps.
- Aligned **5+ product teams'** visions to refine the **design system**, maintaining visual design consistency across **16+ key workflows**.

UX Designer / Bajibot

Feb 2019 - June 2019, New York City, U.S.

- Designed **50+ data visualization** interactive modules to showcase Corteva Agriscience's stories to a global audience.

Co-Founder / Daan Shop

2015 - 2018, Taichung City, Taiwan

- Managed an international online clothing business, achieving a monthly revenue exceeding 30K.

UX Designer / Ifalo Tech

2014 - 2016, Taichung City, Taiwan

- Served as a **Product Owner** in Scrum **agile development** within a 6-member team, designed a **risk-management tool** for sports betting bookmakers.