

## SKILLS

Product Design, UX/UI Design, Web Design, Graphic Design, Interaction Design, Motion Graphic Design

## TECHNICAL SKILLS

Figma, Sketch, Zeplin, Miro, HTML5, CSS 3, SCSS, jQuery, Bootstrap, Sublime Text, WordPress, Illustrator, Photoshop, InDesign, After Effects, Premiere, Adobe CC

## EDUCATION

Master of Arts  
Web Design & New Media  
Academy of Art University  
San Francisco, California  
Feb 2016–Dec 2017

Bachelor of Fine Arts  
New Media  
Academy of Art University  
San Francisco, California  
Sep 2005–May 2009

## LANGUAGES

English, Mandarin, Taiwanese, and Cantonese.

## EXPERIENCE

**UX/UI Designer** June 2018–August 2024

Verizon Walnut Creek, California

- Led the design of Verizon Cloud, Verizon Message+, Verizon My Numbers, and EMAG, enhancing user experience.
- Developed and refined features based on user feedback, improving product usability.
- Created innovative solutions such as mockups, prototypes, and design systems. Collaborated with Product Managers, Designers, Engineers, Researchers, QAs, and Content Strategists to ensure successful development and execution.

**Product Designer** June 2015–November 2015

eSkyGo Taipei, Taiwan

- Advocated user-centered design principles in a startup. Collaborated effectively with the other designer, engineers, QA, researchers, product managers, and stakeholders to conceptualize, design, and launch innovative software solutions.
- Established a strong foundation for user experience through thorough research, UI/UX design, prototyping, and user testing.

**Freelance Designer** October 2007–March 2010 / May 2014–June 2018

San Francisco, California / Taipei, Taiwan

- Delivered comprehensive branding and marketing solutions for local businesses, exceeding project goals through strategic planning, compelling visuals (logos, ads, websites), and engaging content (digital magazines, chatbots).
- Partnered with diverse clients to define project scopes and build responsive, user-friendly websites that achieve their goals.

**Senior Designer** December 2011–March 2015

MZCAN Taipei, Taiwan

- Led user-centric web design for global brands like 7-Eleven, Uni-President, Hitron, and Formosa Petrochemical. These projects enhanced investor relations, corporate communications, and media relations.
- Partnered with PM, developers to craft seamless user experiences for websites, ensuring alignment with business objectives and brand goals. Contributed to improved investor relations products through user design and workflow optimization.

**Web Designer** August 2010–October 2011

National Palace Museum Taipei, Taiwan

- Contributed to website improvements, social media campaigns (including Facebook page launch and event pages), and video editing as part of a collaborative web development team at the National Palace Museum, Taipei City.
- Collaborated with internal teams to manage the development of web and social media projects for the National Palace Museum. Co-created engaging content for the museum's online presence.

**Designer** November 2009–March 2010

Till + Truong Design Works San Francisco, California

- Spearheaded the complete brand refresh for Azamara Club Cruises, including redesign and marketing materials (brochures, business cards, banners, ads). Led user-focused design for print, packaging, and web banners for various clients.
- Led user-focused design for print, packaging, and web banners for various clients, including Kaiser Permanente Vision.