

Education

2012 — 2016
B.A. Communication Design
Ming Chi University of Technology, TW

CORE SKILLS

Design

- UX/UI Design
- Visual Design
- Design Systems
- Product Strategy
- User Research
- Usability Testing
- Prototyping
- Wireframing
- Accessibility (WCAG)
- Marketing Design
- Information Architecture
- Social Media Design

AI & Emerging

- Human-AI Interaction
- Conversational & Multimodal UX
- Agentic AI Interfaces
- Generative AI
- AI-Augmented Design Workflow
- AI-Assisted Prototyping

Collaboration

- Cross-functional Collaboration
- Agile / Scrum
- Design Handoff
- Stakeholder Communication

Software

- Figma
- Photoshop
- Illustrator
- InDesign
- Html/Css
- Notion
- Jira
- Claude
- ChatGPT
- Gemini
- Midjourney

About

Product Designer with 6+ years of experience designing end-to-end UX/UI for web, mobile (iOS/Android), and internal platforms across fintech, insurance, luxury retail, and e-commerce. Currently designing Human-AI conversational and multimodal (voice / vision / memory) interfaces. Pair user-centered design craft with an AI-augmented workflow—using LLMs and generative tools to accelerate research synthesis, ideation, and prototyping. Proven track record building 0→1 design systems and shipping cross-platform products with engineering, PM, and marketing teams.

Work Experience

2025 — Present

Product designer at Palup (AI SaaS Startup)

- Lead end-to-end UX/UI for a 0→1 generative-AI product with agentic, character-driven interactions—designing how users converse with and direct an autonomous AI agent across voice, vision, and memory on every platforms.
- Designed 40+ screens, 8 core user flows, and a reusable component library that serves as the team's single source of truth.
- Drive an AI-augmented design workflow—using LLMs for research synthesis and generative-image tools for rapid concept exploration.
- Partner daily with engineering, PM, and marketing to define product direction and prepare for launch.

2024 — 2025

Product Designer at momo.com inc (Leading E-commerce)

- Researched user needs and delivered optimization proposals for the shopping app, website, and back-office systems.
- Built prototypes and ran usability testing with cross-functional teams, improving task completion by 80%.
- Standardized recurring UI patterns and components, reducing design-to-development handoff time.

2022 — 2024

Freelance UX/UI Designer — Dublin, Ireland (Working Holiday)

- Delivered UX/UI and visual design projects for startups, e-commerce, managing the full process from brief to final delivery independently.
- Collaborated with English-speaking clients and stakeholders, strengthening cross-cultural communication and remote collaboration skills.

2016 — 2022

UI/UX designer at SUGARFUN Creative (Digital Agency)

- Delivered UX/UI optimization, design recommendations, and visual design for enterprise clients across banking, insurance, telecom, and retail.
- Built a 0→1 design system and design guidelines for the Far Eastern Department Store app.
- Led visual direction, storytelling, and design strategy for branded campaign sites (DIOR, Taiwan Life, Cathay), translating complex brand and product messages into intuitive, high-impact visual experiences.
- Clients: Taishin Financial / Richart, Standard Chartered, First Bank, Cathay Life, Taiwan Life, TransGlobe Life, FET, Wyeth, GSK, Far Eastern Dept. Store, 3M.

SELECTED PROJECTS

- Far Eastern Dept. Store App (2021) — Built 0→1 design system and guidelines from scratch.
- Cathay Property BeSafe Online Insurance Platform (2020) — Delivered design within a Scrum team; extended an existing design language into new modules.
- TransGlobe Life Policyholder Portal (2020) — Componentized UI for maintainability; simplified forms and flows to improve usability.
- DIOR / Taiwan Life Campaign Sites (2021) — Led visual direction and overall design strategy, integrating brand elements.