




Product Designer

Jasmine Yu Han Weng

✉ jasmineweng8206012@gmail.com ☎ +886958816013 🌐 jasmineweng.com  [jasminyuhanweng](https://www.linkedin.com/in/jasminyuhanweng)

Work Experience

 **Product Designer**  08/2023 – Present
Freelance

- Collaborated with a developer to design a responsive website for the Irish Football Association in Taiwan, conducting user interviews with locals and expats and performing usability testing to ensure high attendance rates.
- Designed Brew Box, a mobile app for coffee home-delivery and subscription services, identifying key user needs through user interviews and competitor analysis, and enhancing UI through high-fidelity prototypes and usability tests.
- Developed Wayfindr, an app aimed at improving local integration for relocators, through user interviews, interactive prototyping, and iterative feature refinement for better community engagement.
- Designed a scheduling feature for messaging and events on WhatsApp, implementing affinity mapping and prototyping to streamline processes and enhance user engagement in simulated environments.

 **UX Operations Specialist**  08/2021 – 07/2023
Alfred Systems Inc.

- Collaborated with the UX Design team, engaging in user interviews and ideation sessions to define user needs and drive effective design solutions.
- Crafted compelling UX copy for app interfaces, error messages, and marketing campaigns, ensuring clarity and engagement.
- Enhanced UX workflows, achieving a 50% improvement in Zendesk/email response times and a 40% rise in customer satisfaction by streamlining communication processes and effectively integrating user feedback into service design.
- Conducted user interviews and harnessed customer feedback to refine the product onboarding process, resulting in significant enhancements in user satisfaction and overall service experience.
- Developed and optimized user-centric training materials and guides, prioritizing ease of use and accessibility, which supported efficient learning and improved application of product features.

 **E-Commerce UX Specialist**  11/2020 – 08/2021
ZipX Taiwan Limited

- Refined customer support processes and materials, focusing on user interaction and support documentation.
 - Handled technical and general client inquiries, enhancing user experience via Intercom, email, and phone.
 - Created engaging marketing content, ads, and videos to improve user engagement and brand experience.
 - Directed social media and ad campaigns to expand brand reach in Taiwan and internationally.
 - Curated product catalog and streamlined the website's purchasing process to improve the online shopping experience.
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Editor-in-Chief

05/2019 – 09/2020

Global Village Organization

- Led editorial direction for Taiwan's leading educational magazine.
- Directed production of educational audio content with global teachers.



Account Manager

07/2018 – 03/2019

Australian Forex Marketplace USGFX

- Developed and strengthened relationships with existing and new clients.
- Negotiated rates with service providers in the cooperation of developing forex market internationally.



Assistant Manager

02/2015 – 02/2018

Polynesian Cultural Center

- Achieved sales goals while controlling costs and minimizing staff turnover.
- Managed front and back-of-house operations, upholding policy adherence and inventory control.
- Fostered team relations, enabling effective communication, training, and problem-solving.

Education



Brigham Young University - Hawaii

Bachelor of Arts in International Cultural Studies
2017

- Communication (Journalism / Media Production)
- Certificate of Digital Humanities
- Certificate of Strategic Communication
- Peacebuilding



Designlab Certificates

UI and UX Design Academy
07/ 2023 – 04/2024

- UX Academy Foundation
- UX Academy

Skills

Design

- User Experience
- Interaction Design
- User Interface
- Prototyping
- Wireframing
- Low-High Fidelity
- Mockups
- Style Guide

Research

- User Interviews
- User Testing
- Information Architecture
- Journey Mapping
- Personas
- Quantitative Analysis
- Card Sorting
- Competitor Analysis
- Design Strategy

Software

- Figma
- Adobe Indesign
- Adobe Premiere
- Maze
- Zendesk
- Canva

Language

English (Fluent)

Mandarin (Native)

Taiwanese (Native)