

Design Experience

Web & Mobile

- Taiwan Celts
- WhatsApp Scheduling Feature
- Brew Box
- Wayfindr

Content Creation

- FREE NATION
- KE ALAKA'I Spotlighthed Article: The Need for Daily Spiritual Experience
- KE ALAKA'I Audio News

Work Experience



Product Designer

08/2023 – On going

Freelance

- Designed website for Irish football association in Taiwan and collaborated with developer to launch the site.
- Created Brew Box, a mobile app to manage home-delivery coffee subscription.
- Created Wayfindr, a mobile app aids relocators in seamlessly integrating into new areas with features that enhance E-contract, local navigation and community connections.
- Added a scheduling feature to WhatsApp, allowing users to schedule messages and events.



UX Operations Specialist

08/2021 – 07/2023

Alfred Systems Inc.

- Collaborated with UX Design team on user interviews and design ideation.
- Wrote UX copy for app interfaces, errors, and marketing, ensuring clarity and engagement.
- Drove process optimization, achieving 50% faster Zendesk/ email response and a 40% rise in customer satisfaction.
- Offered technical customer support, using feedback to refine UX and enhance FAQs.
- Created training materials and guides, prioritizing user-friendly content.



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.



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
- Certificate of Strategic Communication



Designlab Certificates

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

- UX Academy Foundation
- UX Academy

Skills

Design

User Experience, Interaction Design, User Interface, Digital Prototyping, Wireframing, Low-High Fidelity, Mockups.

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)