

## STATEMENT

Versatile designer skilled in developing branding strategy, conducting and interpreting user research in variable ways, and designing effective visual solutions for web/app development or editorial production. I am also a UX focused designer who intuitive interfaces that can reach a realm of empathy, harmony, and ease for users.

## DESIGN SKILLS

### UX UI :

Marketing Research  
User Testing / Surveys  
Sitemap / Wireframes  
User Persona / Journey  
Responsive Prototypes

### Branding :

Brand Strategy  
Competitive Analysis  
Typography / Graphics  
Logo / Style Guides  
Motion Graphics

## TOOLS

Adobe XD / Illustrator  
InDesign / Photoshop  
Premiere / After Effects  
HTML / CSS / Figma  
InVision / Sketch /  
Webflow / Adobe Spark

## ACHIEVEMENT

Designer in Hack  
Homelessness Oct 2019

## LANGUAGES

Mandarin (Native)  
English (Intermediate)  
French (Intermediate)

## EXPERIENCE

### UX Consultant BecauseHealth \*Contract / 2020.4-6

- Building brand assessment pitch and design guidelines for the current Web/App/Product, redesign and research for the dashboards of login.
- Worked with PM to build brand strategy, UX planning, and to collect assisting materials for digital content and UX research.
- Helping the company to develop a resilient brand position by identifying the goal of business and to rewire the UX content on the website.

## PROJECTS

### UX/UI Designer Groove Group App / 2019

- Developed concept for an application that promotes community outreach and local events featuring jazz music.
- Conducted competitive analysis and user research, created mood board and designed app logo and visual identity.
- Created user personas and workflows, designed sitemap, and conducted user testing for application.

### Brand Designer Crepes Agogo Restaurant Rebranding / 2018

- Established brand identity using the company's values, voice, mission and characteristics and developed into a structure for visual system.
- Created logo guidelines, typography, color palette, stationary system, packaging and merchandising products for marketing materials.
- Redesigned menu typography and developed an interactive version by creating wireframes and leading user prototype testing.
- Developed commercial website design based on the style guides.

## EDUCATION

### MA Web Design & New Media Academy of Art University / 2019

- Courses included UX Principles, Typography & Type Composition, Mobile Web Technology, Visual Design Strategy, Web Technology, Motion Graphics.

### BA French Tamkang University / 2014

- Study Abroad Program at Universite Lyon 3 Jean Moulin / 2012