

SUMMARY

Product Designer combining user research and rapid prototyping to turn complex user and business needs into intuitive products with measurable impact.

PROFESSIONAL EXPERIENCE

Designer

Mar 2024 – Jul 2025

IKEA / Kaohsiung City, Taiwan

- Used sales data and journey mapping to identify friction in product discovery and navigation, informing store design that contributed to a 12.4% increase in sales in the redesigned area.
- Partnered with marketing teams to align store experience with digital campaigns, creating a consistent customer journey from online discovery to in-store shopping.
- Adapted IKEA's design system across signage and wayfinding to improve accessibility for local customers while maintaining global brand consistency.

Designer

Oct 2022 – Dec 2023

FUNTRII / Kaohsiung City, Taiwan

- Led five residential design projects from concept through delivery, translating client needs into practical solutions while delivering all projects on schedule.
- Optimized material selections and specifications for a residential building's common areas, reducing estimated material costs by 15% while meeting durability and design requirements.
- Created detailed design specifications and documentation to clarify implementation requirements and reduce errors during construction.

Experiential Designer

July 2021 – Jan 2022

The Owner / Ningbo, China

- Redesigned the WeChat online store with cross-functional teams, translating the brand's physical retail experience into digital touchpoints and increasing monthly traffic by 30% within the first month after launch.
- Designed the exhibition experience for Shanghai Ontimeshow 2022SS, integrating spatial and digital interactions and contributing to a 23% increase in attendance compared with the previous season.
- Led branding and experiential design projects from concept development through final delivery.

Selected Design Projects

Cooking Companion • [Studio Project/ UIUX Design](#)

Led the end-to-end product design process independently, conducting user research and translating insights into user flows, interface designs, and high-fidelity prototypes.

Changeful • [Competition Project/ UIUX Design](#)

Responsible for the visual design while collaborating with teammates to translate user research into a cohesive product experience.

EDUCATION

Media Design Practice MFA • [ArtCenter College of Design / Pasadena, CA](#)

Architecture BArch • [University of Nottingham](#)

Sep 2025 – May 2027

Sep 2017 – May 2021

SKILL & COMPETENCIES

User Research • Information Architecture • User Flows • Prototyping • Wireframing • Usability Testing • Design Systems • Accessibility • Cross-Functional Collaboration • 3D Modeling

TOOL

Figma • HTML/CSS • Adobe Creative Suite • Unity • Blender • AutoCAD

CERTIFICATE

Google UX Design [Google](#)
Python for Everybody [UMich](#)

LANGUAGE

Mandarin [Native](#)
English [Fluent](#)